

# COMPARISONS OF AVERAGE AUDIENCE ESTIMATES – SELECTED PROGRAM TYPES

SECOND REPORT FOR AUGUST, 1986

EVENING 7:00-11:00 PM													
	General Drama	Suspense & Mystery Drama(1)	Situation Comedy	Adventure	Participation Variety	Feature Films	AN 25- 30 Min.	AN 55- 60 Min.	7:00- 9:00 PM	9:00- 11:00 PM(2)	AN 7:00-11:00 PM		
											Regular	Special(3)	Total(3)
HOUSEHOLDS % AVG. AUD. NO. OF PROGRAMS†	10.3 6	12.8 13	14.4 20	12.2 3	IFR	11.2 9	14.4 21	11.7 27	11.4 26	12.0 32	11.8 58	11.1 21	11.6 79

	EVENING 6:00–7:00PM		MONDAY–FRIDAY 11:30–1:00AM		WEEKDAY DAYTIME 7:00AM–4:30PM					WEEKEND DAYTIME			
	Informational(1)		11:30PM– 1:00AM(4)	Daytime Drama	Quiz & Aud. Partic.(1)	Adult 7:00– 10:00AM	10:00AM– 1:00PM	1:00– 4:30PM	10:00AM– 4:30PM	Chil- dren's(1)	Sports		
	Once-a-Week	Multi-weekly									Regular	Special(3)	Total(3)
HOUSEHOLDS % AVG. AUD. NO. OF PROGRAMS†	6.3 6	9.5 3	4.4 7	6.5 13	4.8 10	3.7 6	4.5 15	6.7 11	5.8 26	3.9 26	5.5 4	4.4 9	5.0 13

(1) SEE INTRODUCTION FOR INDIVIDUAL TYPES IN ABOVE GROUPING.

(2) INCLUDES 8:30–9:30PM AND 8:30–10:00PM PROGRAMS.

(3) WEIGHTED BY DURATION AND FREQUENCY AND LIMITED TO REGULARLY SCHEDULED PROGRAMS, EXCEPT FOR TYPES CARRYING THIS FOOTNOTE.

(4) INCLUDES OVERRUNS EXTENDING BEYOND 1:00AM

IFR INSUFFICIENT NUMBER OF PROGRAMS IN TYPE FOR REPORTING.

† PROGRAMS ARE RATED IN TERMS OF TOTAL DURATION, UNDER FIVE-MINUTE PROGRAMS ARE EXCLUDED.

## NATIONAL TV NIELSEN RATINGS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING AUGUST 24, 1986

### NIELSEN AVERAGE AUDIENCE

RANK	PROGRAM	AUDIENCES		RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)			% U.S.	NO. (000)
1	BILL COSBY SHOW	24.3	20,870	10	NEWHART	16.2	13,920
2	FAMILY TIES	23.1	19,840	12	GROWING PAINS#	15.9	13,660
3	HUMAN ANIMAL 1(S)	20.8	17,870	12	WEBSTER SPECIAL(S)	15.9	13,660
4	CHEERS	20.6	17,700	14	WHO'S THE BOSS?	15.8	13,570
5	NIGHT COURT#	19.4	16,660	15	HUMAN ANIMAL 2(S)	15.6	13,400
6	MURDER, SHE WROTE	18.1	15,550	16	HUMAN ANIMAL 4(S)	15.4	13,230
7	CBS SUNDAY NIGHT MOVIE#	17.9	15,380	16	MIAMI VICE	15.4	13,230
8	CIRCUS OF THE STARS(S)	17.7	15,200	18	KATE & ALLIE	15.3	13,140
9	MOONLIGHTING	16.8	14,430	18	NBC MONDAY NIGHT MOVIES	15.3	13,140
10	GOLDEN GIRLS#	16.2	13,920	20	60 MINUTES	15.2	13,060

# PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

## 2ND AUG. 1986 REPORT

PROGRAM NAME														T/C THIS SEASON		NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME														T/C THIS SEASON		NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES											
WK # DAY		START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK # DAY		START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK # DAY		START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)														
*EVENING																																																							
A TEAM																												ALL IS FORGIVEN(S)																											
1 TUE. 8.41P 60 NBC A														41 209 99 A 10.0 18 859														2 SAT. 9.30P 30 NBC CS														195 94 A 13.4 25 1151													
														B 14.6 23 1254																																									
A TEAM																												AMAZING STORIES																											
FRI. 8.00P 60 NBC A														2 181 189 93 96 A 10.6 23 911														2 MON. 8.30P 30 NBC GD														7 204 99 A 12.1 23 1039													
ABC BUSINESS BRIEF-WED														42 187 183 89 86 A 10.6 23 911														111 198 201 96 95 B 11.5 21 988																											
WED. 8.58P 1 ABC N														B 13.5 22 1160																												A 9.6 17 825													
ABC MONDAY NIGHT BASEBALL																												1 M & TH 8.58P 1 CBS DO														B 12.5 20 1074													
1 MON. 8.00P 205 ABC SE														7 208 206 99 99 A 9.2 17 790																																									
2 MON. 8.00P 203														B 9.2 17 790																																									
ABC NEWSBRIEF-MON																												BENSON																											
1 MON. 8.05P 1 ABC N														44 191 189 94 95 A 7.1 15 610														25 190 95 A 6.3 13 541																											
2 MON. 8.06P 1														B 11.6 18 996														45 214 216 99 99 A 7.9 15 679																											
ABC NEWSBRIEF-TUE																												BILL COSBY SHOW																											
1 TUE. 10.11P 1 ABC N														44 180 176 89 89 A 12.8 22 1100														THU. 8.00P 30 NBC CS														B 24.3 46 2087													
2 TUE. 9.58P 1														B 13.8 22 1185																												B 31.0 50 2663													
ABC NEWSBRIEF-WED																												BON VOYAGE, CHARLIE BROWN(S)																											
1 WED. 9.57P 2 ABC N														44 180 171 89 86 A 10.5 18 902														1 WED. 8.00P 90 CBS EA														207 99 A 9.0 17 773													
2 WED. 9.58P 1														B 15.2 24 1306														35 207 203 99 98 A 14.1 25 1211																											
ABC NEWSBRIEF-THU																												CAGNEY & LACEY																											
THU. 9.58P 1 ABC N														44 177 173 89 88 A 6.9 12 593														MON. 10.00P 60 CBS OP														B 15.5 26 1331													
														B 10.9 17 936														CBS EVENING NEWS-RATHER																											
																												M-F 6.30P 30 CBS N														224 206 207 99 99 A 9.7 21 833													
																												CBS EVENING NEWS-SUNDAY																											
																												SUN. 6.00P 30 CBS N														33 183 180 89 88 A 12.3 23 1057													
																																										B 6.4 16 550													
																																										B 7.9 16 679													
ABC NEWSBRIEF-SAT.																												CBS FRIDAY NIGHT MOVIES																											
SAT. 9.58P 1 ABC N														44 166 171 89 88 A 8.7 17 747														12 188 199 91 97 A 8.4 16 722																											
														B 9.4 17 807																												B 8.9 17 765													
ABC NEWSBRIEF-SUN.																												CBS NEWS SP:ATLANTIC CITY(S)																											
1 SUN. 10.03P 1 ABC N														44 180 180 91 91 A 12.0 21 1031														206 99 A 8.9 16 765																											
2 SUN. 9.50P 1														B 14.0 22 1203																																									
ABC SATURDAY NIGHT MOVIE																												1 WED. 10.00P 60 CBS N																											
1 SAT. 8.00P 120 ABC FF														10 185 190 96 95 A 9.8 20 842														CBS SAT. NEWS-SCHIEFFER																											
2 SAT. 9.00P 120														B 8.3 17 713														37 177 169 93 92 A 6.1 15 524																											
ABC SPORTS UPDATE-SAT																												SAT. 6.30P 30 CBS N														B 8.0 17 687													
1 SAT. 9.08P 1 ABC SN														42 179 177 91 90 A 7.9 16 679														9 186 93 A 7.9 16 679																											
2 SAT. 8.58P 1														B 7.6 14 653														CBS SATURDAY NIGHT MOVIE																											
ABC SPORTS UPDATE-SUN																												1 SAT. 8.30P 150 CBS FF														B 7.8 16 670													
1 SUN. 9.28P 1 ABC SN														44 193 192 94 96 A 11.5 20 988														23 203 99 A 17.9 32 1538																											
2 SUN. 9.27P 1														B 12.5 20 1074														42 212 207 99 99 A 17.9 29 1538																											
ABC SUNDAY NIGHT MOVIE																												CHEERS																											
1 SUN. 9.00P 153 ABC FF														34 196 196 96 95 A 13.1 24 1125														1 THU. 9.30P 30 NBC CS														B 20.6 36 1770													
2 SUN. 9.00P 150														B 14.8 24 1271														2 THU. 9.00P 30														B 22.9 36 1967													
ABC WORLD NEWS TONIGHT																												CIRCUS OF THE STARS(S)																											
M-F 6.30P 30 ABC N														220 204 205 98 99 A 9.2 20 790														206 99 A 17.7 31 1520																											
														B 10.9 21 936														2 196 203 97 98 A 10.8 19 928																											
ABC WRLD NEWS TONIGHT-SAT																												CRAZY LIKE A FOX																											
SAT. 6.30P 30 ABC N														32 193 192 96 96 A 5.7 14 490														THU. 9.00P 60 CBS PD														B 10.8 19 928													
ABC WRLD NEWS TONIGHT-SUN																												DALTON'S-CODE OF VENGEANCE																											
SUN. 6.30P 30 ABC N														39 162 154 85 84 A 5.6 14 481														SUN. 8.00P 60 NBC SM														A 9.1 17 782													
														B 7.0 14 601														8 187 95 A 8.8 17 756																											
ADAM'S APPLE(S)																												DIFFRENT STROKES																											
2 SAT. 8.00P 60 CBS PD														170 89 A 6.5 14 558														2 SAT. 8.00P 30 ABC CS														A 6.3 14 541													
																												DISNEY SUNDAY MOVIE																											
																												SUN. 7.00P 120 ABC FF														B 6.0 14 515													
																												32 208 207 99 98 A 8.4 17 722																											
																												DYNASTY II: COLBYS																											
																												THU. 9.00P 60 ABC GD														B 11.8 21 1014													
																																										A 5.1 9 438													
																																										B 12.0 19 1031													

# PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

2ND AUG. 1986 REPORT

PROGRAM NAME													T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME													T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
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EQUALIZER															14														204	204	99	98	A	12.3	23	1057	MAJOR LEAGUE PRE GAME-WED(S)														202		99	A	9.8	20	842																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		
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## PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

2ND AUG. 1986 REPORT

PROGRAM NAME														T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME														T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)				
EVENING CONT'D																																													
NBC SUNDAY NIGHT -CONT'D																																													
1	SUN.	9.00P	120	NBC	FF			B	16.7	27	1435			1	TUE.	8.41P	60	CBS	PD		201	204	97	97	A	9.2	17	790																	
2	SUN.	9.00P	145					B	16.2	27	1392			2	TUE.	8.00P	60							B	8.8	17	756																		
NEW HART MON. 9.30P 30 CBS CS 37																																													
207	195					99	98	A	16.2	27	1392			60	MINUTES						208	207	99	99	A	15.2	33	1306																	
NEWSBREAK-M-F 223																																													
1	MWTH	9.58P	1	CBS	N			A	7.4	13	636			SUN.	7.00P	60	CBS	DN					B	21.1	37	1812																			
1	TUE.	10.39P	1					B	11.8	19	1014			SPECIAL	MOVIE	PRSN	-WED(S)				208		99		A	11.4	21	979																	
1	FRI.	9.55P	1											2	WED.	8.00P	180	CBS	FF																										
2	MTUTh	9.58P	1																																										
2	W & F	9.55P	1																																										
NEWSBREAK-SAT. 45																																													
1	SAT.	10.09P	2	CBS	N	164	184	81	87	A	7.4	15	636								206	206	99	99	A	11.9	22	1022																	
2	SAT.	10.53P	1					B	8.7	15	747			SPORTSBREAK-SAT							184	189	89	94	A	6.6	14	567																	
NEWSBREAK-SUN. 45																																													
1	SUN.	10.08P	1	CBS	N	171	165	80	79	A	14.1	24	1211																																
2	SUN.	9.58P	1					B	14.4	22	1237			1	SAT.	8.28P	1	CBS	SN		195	193	92	92	A	14.5	26	1246																	
NFL PRE SEASON FTBL(S)																																													
2	FRI.	8.00P	216	ABC	SE	207		96		A	10.0	20	859								201	203	97	99	A	9.8	18	842																	
NFL PRE-SEASON FTBL(S)																																													
205						97		A	7.5	16	644			2	SAT.	8.58P	1								B	9.8	18	842																	
SPORTSBREAK-SUN 45																																													
														SUN.	8.58P	1	CBS	SN		195	193	92	92	A	14.5	26	1246																		
TRAPPER JOHN, M.D. 2																																													
														THU.	10.00P	60	CBS	GD		201	203	97	99	A	9.8	18	842																		
20/20 41																																													
														THU.	10.00P	60	ABC	DN		210	210	99	99	A	13.1	24	1125																		
TUESDAY MOVIE OF THE WEEK 1																																													
																					199		98	A	10.5	19	902																		

[illegible]



# PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

## 2ND AUG. 1986 REPORT

PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				
WK #	DAY	START TIME	DUR	NET TYPE	PROG.	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET TYPE	PROG.	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	
LATE FRINGE CONT'D																												
ABC NEWS:NIGHTLINE-TU(B)						202		98		A	3.6	12	309	1 TUE. 1.41A 30														
1 TUE. 12.00M 13 ABC N														2 MTUTH 1.00A 30														
ABC NEWS:NIGHTLINE FRI(B)						189		97		A	3.4	11	292	2 WED. 1.36A 30														
1 FRI. 12.00M 15 ABC N														FRIDAY NIGHT VIDEOS 44						189	188	97	97	A	3.6	18	309	
ABC NEWS:NIGHTLINE-FR(B)							192		98	A	4.2	15	361	FRI. 12.30A 90 NBC PC									B	3.5	17	301		
2 FRI. 12.20A 30 ABC N														G MICHAELS SPORTS MACHINE 46						76	76	53	49	A	1.4	5	120	
ABC WEEKEND REPORT-SAT. 43						137	141	80	80	A	3.0	8	258	1 SUN. 11.30P 15 NBC SC									B	1.7	6	146		
SAT. 11.30P 15 ABC N										B	3.1	8	266	2 SUN. 11.55P 15														
ABC WEEKEND REPORT-SUN. 44						154	148	86	85	A	2.1	9	180	LIFESTYLES-RICH-MON-12(B)						31		35		A	<<			
1 SUN. 12.09A 15 ABC N										B	3.3	12	283	1 MON. 12.13A 30 ABC CC														
2 SUN. 12.15A 15														LIFESTYLES-RICH & FAM-12M 21						83	87	57	58	A	1.2	4	103	
CBS LATE NIGHT I 216						184	187	93	94	A	4.7	17	404	1 TUE. 12.13A 30 ABC CC									B	1.3	5	112		
1 MTHF 11.30P 66 CBS FF										B	5.2	18	447	1 WED. 12.01A 30														
1 TUE. 12.14A 67														1 THU. 12.01A 29														
1 WED. 11.30P 67														1 FRI. 12.15A 30														
2 M & TH 11.30P 66														2 TU&TH 12.01A 30														
2 TU & W 11.30P 67														2 WED. 12.00M 30														
2 FRI. 11.30P 68														SATURDAY NIGHT 33						195	196	97	99	A	5.1	20	438	
CBS LATE NIGHT II 216						185	187	93	94	A	2.9	17	249	1 SAT. 1.00A 78 NBC GV									B	6.9	21	593		
1 M & F 12.36A 43 CBS FF										B	3.3	18	283	2 SAT. 11.30P 79														
														TONIGHT SHOW 216						202	202	99	98	A	6.4	21	550	

1 TUE. 1.21A 49													1 MTHF 11.30P 60 NBC GV									B	7.1	23	610
1 WED. 12.37A 47													1 TUE. 12.11A 60												
1 THU. 12.36A 50													2 MTUTH 11.30P 60												
2 MON. 12.36A 50													2 WED. 12.06A 60												
2 TUE. 12.37A 49																									
2 WED. 12.37A 50																									
2 THU. 12.36A 48																									
2 FRI. 12.38A 47																									
CBS NEWS NIGHTWATCH-1 216					54	53	49	50	A	.8	9	69													
1 MTHSU 2.00A 30 CBS N									B	1.1	12	94													
2 M-THSU 2.00A 30																									
CBS NEWS NIGHTWATCH-2 222					74	75	67	67	A	1.1	15	94													
1 MTHSU 2.30A 30 CBS N									B	1.3	17	112													
1 TUE. 2.44A 16																									
2 M-THSU 2.30A 30																									
CBS NEWS NIGHTWATCH-3 224					93	92	83	83	A	1.0	21	86													
M-THSU 3.00A 180 CBS N									B	1.2	23	103													
CBS SUNDAY NEWS-OSGOOD 45					123	122	64	64	A	4.4	11	378													
SUN. 11.00P 15 CBS N									B	4.9	10	421													
DAVID LETTERMAN I 175					203	204	99	99	A	4.0	20	344													
1 MTH 12.30A 30 NBC GV									B	4.0	20	344													
1 TUE. 1.11A 30																									
2 MTUTH 12.30A 30																									
2 WED. 1.06A 30																									
DAVID LETTERMAN II 175					203	204	99	99	A	3.1	21	266													
1 MTH 1.00A 30 NBC GV									B	3.1	20	266													

# PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

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PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS	PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS	PROGRAM COVERAGE		HOUSEHOLD AUDIENCES					
WK #	DAY	START TIME	DUR	NET			WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME			DUR	NET	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %
WEEKDAY DAYTIME CONT'D																											
CBS MORNING NEWS 2					224	201	201	99	99	A	2.8	12	241	PRICE IS RIGHT 1					221	208	208	99	99	A	6.6	26	567
M-F 8.30A 30 CBS N									B	3.2	14	275	M-F 11.00A 30 CBS AP									B	6.5	26	558		
DAYS OF OUR LIVES					216	210	210	99	99	A	7.2	23	618	PRICE IS RIGHT 2					220	208	208	99	99	A	8.5	32	730
M-F 1.00P 60 NBC DD									B	7.4	24	636	M-F 11.30A 30 CBS AP									B	8.3	33	713		
DOUBLE TALK					5		165		82	A	2.2	8	189	RYAN'S HOPE					216	177	176	91	90	A	3.2	11	275
2 M-F 11.30A 30 ABC QP									B	2.2	8	189	M-F 12.00N 30 ABC DD									B	3.1	11	266		
FAMILY TIES M-F					158	166	165	91	91	A	5.1	20	438	SALE OF THE CENTURY					215	160	160	83	83	A	4.3	17	369
M-F 10.00A 30 NBC CS									B	4.6	18	395	M-F 10.30A 30 NBC QG									B	4.5	18	387		
GENERAL HOSPITAL					218	206	207	98	99	A	8.3	27	713	SANTA BARBARA					211	196	196	97	97	A	4.6	15	395
M-F 3.00P 60 ABC DD									B	9.1	29	782	M-F 3.00P 60 NBC DD									B	4.3	14	369		
GOOD MORNING, AMERICA-730					219	206	206	99	99	A	4.2	25	361	SCRABBLE					214	199	199	97	97	A	5.0	19	430
M-F 7.30A 30 ABC N									B	4.7	23	404	M-F 11.30A 30 NBC QG									B	5.3	21	455		
GOOD MORNING, AMERICA-830					218	204	204	99	99	A	4.5	20	387	SEARCH FOR TOMORROW					215	150	150	77	77	A	2.6	9	223
M-F 8.30A 30 ABC N									B	5.1	22	438	M-F 12.30P 30 NBC DD									B	2.9	10	249		
GUIDING LIGHT					219	206	206	99	99	A	6.4	21	550	SUPER PASSWORD					216	152	152	74	74	A	3.5	12	301
M-F 3.00P 60 CBS DD									B	6.6	21	567	M-F 12.00N 30 NBC QG									B	3.8	14	326		
LIFESTYLES-RICH & FAM-M-F					84	169	169	84	84	A	2.5	10	215	TODAY SHOW-7.30AM					220	203	203	99	99	A	3.9	23	335
M-F 11.00A 30 ABC CC									B	2.5	10	215	M-F 7.30A 30 NBC N									B	5.1	25	438		
LOVING					216	183	183	93	93	A	4.1	14	352	TODAY SHOW-8.30AM					220	204	203	99	99	A	4.7	21	404
														M-F 8.30A 30 NBC N									B	5.4	23	464	

M-F	12.30P	30	ABC DD							B	4.1	14	352	\$25,000 PYRAMID		222	184	184	93	93	A	4.4	17	378
NBC NEWS AT SUNRISE	M-F			219	193	193	97	97		A	1.5	17	129	M-F 10.00A	30	CBS QP					B	4.8	20	412
M-F	6.30A	30	NBC N							B	2.3	18	198	WHEEL OF FORTUNE		216	210	210	98	98	A	6.3	24	541
														M-F 11.00A	30	NBC QG				B	7.0	28	601	
NBC NEWS DIGEST-DAYTIME				127	192	192	95	95		A	4.7	16	404	YOUNG AND THE RESTLESS		220	207	207	99	99	A	8.7	31	747
MMF	2.57P	1	NBC N							B	4.6	16	395	M-F 12.30P	60	CBS DD				B	8.5	30	730	
NEW CARD SHARKS				154	168	168	84	84		A	4.2	16	361											
M-F	10.30A	30	CBS QP							B	4.4	18	378	•WEEKEND DAYTIME										
NEW LOVE AMERICAN STYLE				151	169		82			A	2.2	8	189	ABC FUN FIT-8:25AM		24	200	200	97	97	A	1.8	16	155
1 M-F	11.30A	30	ABC CS							B	2.6	10	223	SAT. 8.25A	4	ABC CN					B	2.3	14	198
NEWSBREAK-11.57				223	181	181	86	86		A	6.8	25	584	ABC FUN FIT-11:55AM		23	194	195	96	97	A	3.3	13	283
M-F	11.57A	2	CBS N							B	6.7	26	576	SAT. 11.55A	4	ABC CN					B	3.5	13	301
NEWSBREAK-3.44				214	194	195	96	96		A	5.7	18	490	ABC WEEKEND SPECIALS		44	188	189	95	95	A	3.9	15	335
1 MON.	3.42P	1	CBS N							B	6.4	20	550	SAT. 12.00N	30	ABC FV					B	4.0	14	344
1 TUE.	3.41P	1												ABC WIDE WORLD-SPORTS SAT	26	206	203	99	98	A	4.6	14	395	
1 WED.	3.44P	1												1 SAT. 4.30P	90	ABC SA				B	6.1	16	524	
1 THU.	3.46P	1												2 SAT. 4.00P	120									
1 FRI.	3.43P	1												ALVIN AND THE CHIPMUNKS		45	202	202	99	99	A	6.4	25	550
2 MTUF	3.42P	1												SAT. 11.00A	30	NBC CA				B	6.8	24	584	
2 WED.	3.43P	1												AMERICAN BANDSTAND		45	174	175	86	87	A	2.8	10	241
2 THU.	3.44P	1												SAT. 12.30P	60	ABC PC				B	2.8	9	241	
ONE LIFE TO LIVE				218	207	208	99	99		A	7.8	26	670	ASTRO MINUTE-11.26AM		32	197	197	97	97	A	3.3	13	283
M-F	2.00P	60	ABC DD							B	7.7	26	661	SAT. 11.26A	3	CBS CN				B	4.6	16	395	
PGA CHAMPIONSHIP-MON(S)					189		94			A	4.4	13	378	BERNSTAIN BEARS		17	198	197	97	97	A	2.5	16	215
1 MON.	4.00P	114	ABC SE											SAT. 8.30A	30	CBS CA				B	3.1	18	266	
PRESS YOUR LUCK				153	97	96	47	47		A	1.9	6	163											
M-F	4.00P	30	CBS QP							B	2.0	6	172											

## 14 PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

2ND AUG. 1986 REPORT

PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	
WEEKEND DAYTIME CONT'D																												
BUGS BUNNY/LOONEY TUNES-1					24	207	208	99	99	A	3.9	20	335	MR. T					42	149	147	83	82	A	3.1	12	266	
SAT. 9.00A 30 ABC CA										B	4.2	19	361	SAT. 12.00N 30 NBC CA										B	4.2	15	361	
BUGS BUNNY/LOONEY TUNES-2					24	207	208	99	99	A	4.7	21	404	MUPPET BABIES & MONSTERS					46	204	204	99	99	A	3.9	19	335	
SAT. 9.30A 30 ABC CA										B	5.0	20	430	SAT. 9.00A 60 CBS CA										B	5.6	22	481	
CBS SPORTS SATURDAY					3		200		98	A	4.1	13	352	NBC MAJOR LEAGUE PRE GAME					18	201	202	99	99	A	4.6	17	395	
2 SAT. 4.00P 120 CBS SA										B	4.3	13	369	1 SAT. 2.00P 16 NBC SC										B	4.6	17	395	
CBS SPORTS SAT SP.ED.(S)						196		96		A	3.2	10	275	2 SAT. 2.00P 18														
1 SAT. 2.30P 90 CBS SE														NBC MAJOR LEAGUE BASEBALL					18	202	204	99	99	A	7.0	23	601	
CBS SPORTS SPECIAL(S)							201		95	A	3.3	12	283	1 SAT. 2.16P 183 NBC SE										B	6.7	22	576	
2 SUN. 1.30P 30 CBS SC														2 SAT. 2.18P 181														
CBS SPORTS SUN SP ED(S)						189		96		A	3.6	11	309	ONE TO GROW ON-8:28AM					46	197	198	97	97	A	2.8	24	241	
1 SUN. 3.00P 60 CBS SE														SAT. 8.28A 2 NBC CN										B	3.9	23	335	
CBS SPORTS SUNDAY SP ED(S)							197		96	A	4.5	15	387	ONE TO GROW ON-8:58AM					46	194	195	97	97	A	3.9	23	335	
2 SUN. 2.00P 120 CBS SE														SAT. 8.58A 2 NBC CN										B	4.9	23	421	
CHARLIE BROWN&SNOOPY SHOW					8	170	172	88	87	A	4.3	16	369	ONE TO GROW ON-10:28AM					45	202	201	99	99	A	6.7	27	576	
SAT. 12.30P 30 CBS CA										B	4.3	15	369	SAT. 10.28A 2 NBC CN										B	7.5	27	644	
DROIDS: ADVENTURES					22	203	204	95	95	A	3.2	13	275	ONE TO GROW ON-11:28AM					45	201	200	98	98	A	6.3	25	541	
SAT. 11.00A 30 ABC CA										B	3.4	13	292	SAT. 11.28A 2 NBC CN										B	6.7	23	576	
DUNGEONS AND DRAGONS					42	191	191	95	95	A	3.1	12	266	ONE TO GROW ON-11:58AM					45	185	186	95	96	A	4.9	19	421	
														SAT. 11.58A 2 NBC CN										B	5.1	18	438	

SAT. 11.30A 30 CBS CA	22	203	204	95	95	B	4.1	14	352	PINK PANTHER AND SONS	24	200	200	97	97	A	1.5	14	129
EWOKS						A	3.8	15	326	SAT. 8.00A 30 ABC CA						B	2.3	15	198
SAT. 10.30A 30 ABC CA						B	3.9	15	335	POLE POSITION	28	173	173	86	85	A	3.4	13	292
FACE THE NATION	43	157	162	90	90	A	3.5	15	301	SAT. 12.00N 30 CBS CA						B	3.3	12	283
SUN. 10.30A 30 CBS CC						B	2.8	10	241	RICHIE RICH	32	197	197	97	97	A	3.8	15	326
GUMMI BEARS	46	195	197	98	98	A	3.1	20	266	SAT. 11.00A 30 CBS CA						B	4.8	17	412
SAT. 8.30A 30 NBC CA						B	4.5	23	387	ROCK N WRESTLING	43	205	205	99	99	A	4.0	16	344
INTERNATIONAL GOLF-SAT(S)		201		98		A	3.8	12	326	SAT. 10.00A 60 CBS CA						B	5.3	19	455
1 SAT. 4.00P 120 CBS SE										SMURFS I	45	203	202	99	99	A	4.8	24	412
INTERNATIONAL GOLF-SUN(S)		205		99		A	5.9	16	507	SAT. 9.00A 30 NBC CA						B	5.6	24	481
1 SUN. 4.00P 125 CBS SE										SMURFS II	45	203	202	99	99	A	5.7	26	490
IN THE NEWS-11.56AM	42	191	191	95	95	A	3.1	12	266	SAT. 9.30A 30 NBC CA						B	6.8	26	584
SAT. 11.56A 3 CBS CN						B	3.8	13	326	SMURFS III	45	203	202	99	99	A	6.7	28	576
IN THE NEWS-12.56PM	38	170	172	88	87	A	3.9	14	335	SAT. 10.00A 30 NBC CA						B	7.9	29	679
SAT. 12.56P 3 CBS CN						B	3.6	12	309	SNORKS	46	197	199	98	98	A	1.9	18	163
IT'S PUNKY BREWSTER	45	202	202	98	98	A	6.9	28	593	SAT. 8.00A 30 NBC CA						B	3.0	20	258
SAT. 10.30A 30 NBC CA						B	7.0	25	601	SPIDERMAN AND FRIENDS	40	128	129	72	72	A	3.0	11	258
KIDD VIDEO	45	185	186	95	96	A	5.5	21	472	SAT. 12.30P 30 NBC CA						B	3.7	12	318
SAT. 11.30A 30 NBC CA						B	5.4	19	464	SPORTSWORLD	20	187	195	95	96	A	4.3	12	369
LAFF-A-LYMPICS	23	202	202	98	98	A	4.2	17	361	1 SUN. 5.00P 60 NBC SA						B	4.8	13	412
SAT. 10.00A 30 ABC CA						B	4.7	18	404	2 SUN. 4.30P 90									
LITTLES	24	204	204	99	99	A	2.2	14	189	SUNDAY MORNING	43	174	175	95	95	A	4.3	20	369
SAT. 8.30A 30 ABC CA						B	2.7	14	232	SUN. 9.00A 90 CBS N						B	4.7	20	404
MEET THE PRESS	26	173	177	95	96	A	2.4	9	206	SUPERPOWERS TEAM	23	194	195	96	97	A	3.4	13	292
SUN. 12.30P 30 NBC CC						B	2.7	9	232	SAT. 11.30A 30 ABC CA						B	3.6	13	309

PROGRAM NAME							T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			
WK #	DAY	START TIME	DUR	NET	TYPE	PROG		WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
WEEKEND DAYTIME CONT'D															
THIS WEEK-DAVID BRINKLEY							41	194	194	98	98	A	3.0	11	258
SUN. 11.30A 60 ABC N												B	3.8	12	326
WRLD CHMP/WOMEN'S GOLF(B)								65		51		A	1.8	5	155
1 SAT. 5.00P 47 NBC SE															
WRLD CHMP/WOMEN'S GOLF SA(S)								180		93		A	4.2	12	361
1 SAT. 5.47P 13 NBC SE															
WRLD CHMP/WOMEN'S GOLF SU(S)								181		93		A	2.8	8	241
1 SUN. 3.00P 60 NBC SE															
WORLD SERIES OF GOLF(SAT)(S)									203		98	A	3.4	12	292
2 SAT. 2.00P 120 CBS SE															
WORLD SERIES OF GOLF(SUN)(S)									203		99	A	6.4	18	550
2 SUN. 4.00P 120 CBS SE															
WUZZLES							17	197	197	98	98	A	1.8	17	155
SAT. 8.00A 30 CBS CA												B	2.4	18	206



# Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. MON. AUG. 11, 1986

TIME 7:00 7:15 7:30 7:45 8:00 8:15 8:30 8:45 9:00 9:15 9:30 9:45 10:00 10:15 10:30 10:45

W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{														
	ABC TV	{														
	AVERAGE AUDIENCE (Households (000) & %)	{														
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{														
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{														
	CBS TV	{														
	AVERAGE AUDIENCE (Households (000) & %)	{														
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{														
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{														
	NBC TV	{														
	AVERAGE AUDIENCE (Households (000) & %)	{														
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{														

W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{														
	ABC TV	{														
	AVERAGE AUDIENCE (Households (000) & %)	{														
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{														
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	{														
	CBS TV	{														
	AVERAGE AUDIENCE (Households (000) & %)	{														
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{														
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{														
	NBC TV	{														
	AVERAGE AUDIENCE (Households (000) & %)	{														
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{														

TV HOUSEHOLDS USING TV	WK. 1	48.0	49.0	49.7	51.0	51.8	53.9	55.5	57.1	58.6	59.2	59.4	60.0	58.2	56.6	54.4	53.5
(See Def. 1)	WK. 2	48.2	49.3	49.7	50.4	50.9	52.1	53.0	54.4	56.0	57.9	58.9	59.4	57.5	56.6	54.2	52.4

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

EVE. MON. AUG. 18, 1986

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					16,240 18.9		20,790 24.2						14,690 17.1			
	ABC TV						REAGAN NEWS CONF.-ABC (8:00-8:45PM) (SU)(Y)(-OP)	WHO'S THE BOSS? (8:45-9:15PM) (R)(OP)(-OP)			MOONLIGHTING (9:15-10:15PM) (R)(OP)(-OP)				SPENSER: FOR HIRE (10:15-11:15PM) (R)(SU)(OP)(-OP)			
	AVERAGE AUDIENCE (Households (000) & %)	{					13,230 15.4		14,600 17.0						10,140 11.8			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					29 12.1		30 15.8		28 * 15.7		30 * 17.7		22 14.0	21 * 11.7	21 * 11.2	11.5* 11.9
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					10,140 11.8				13,660 15.9				14,090 16.4			
	CBS TV						REAGAN NEWS CONF.-CBS (8:00-8:41PM) (SU)(Y)(-OP)		SIMON & SIMON (8:41-9:41PM) (R)(OP)(-OP) (SU)				MAGNUM, P.I. (9:41-10:41PM) (R)(SU)(OP)(-OP) (SU)		EQUALIZER (10:41-11:41PM) (R)(OP)(-OP)			
	AVERAGE AUDIENCE (Households (000) & %)	{					6,870 8.0	7.2* 15		8.3* 15	10.5 18	9.0* 16			11.1* 19	11.2 12.0	10.4* 10.5	10.4* 10.4
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					7.0 7.2	14 * 7.2		7.8 8.7	8.3 8.3	9.1 9.1			10.1 12.0	12.0 10.5	10.5 10.4	
1	TOTAL AUDIENCE (Households (000) & %)	{					12,800 14.9				17,180 20.0				18,550 21.6			
	NBC TV						REAGAN NEWS CONF.-NBC (8:00-8:41PM) (SU)(Y)(-OP)		A TEAM (8:41-9:41PM) (R)(SU)(OP)(-OP) (SU)				HUNTER (9:41-10:41PM) (R)(SU)(OP)(-OP)		HUMAN ANIMAL 2 (10:41-11:41PM) (OP)(Y)(-OP)			
	AVERAGE AUDIENCE (Households (000) & %)	{					8,590 10.0	7.6* 15		10.8* 20	11,680 13.6	11.3* 20			14.5* 25	15.6 31	15.0* 28	15.0* 15.3
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					7.6 7.6	15 * 7.6		10.0 11.7	10.5 10.5	11.6 11.6			13.9 15.0	14.0 14.0	15.3 15.3	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					16,240 18.9		15,460 18.0		18,640 21.7				13,830 16.1			
	ABC TV						WHO'S THE BOSS? (R)	GROWING PAINS (R)			MOONLIGHTING (R)(SU)				SPENSER: FOR HIRE (R)			
	AVERAGE AUDIENCE (Households (000) & %)	{					13,830 16.1	13,660 15.9		14,260 16.6	16.2* 28	17.0* 29			10,310 12.0	12.2* 22	11.8* 22	11.8* 11.3
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					31 15.0	29 17.1	29 16.0	28 * 15.8	29 * 16.3	29 * 17.2			12.1 12.1	12.3 12.3	12.2 12.2	11.3 11.3
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					12,710 14.8				13,830 16.1				15,890 18.5			
	CBS TV						SIMON & SIMON (R)(SU)				MAGNUM, P.I. (R)(SU)				EQUALIZER (R)			
	AVERAGE AUDIENCE (Households (000) & %)	{					8,850 10.3	9.7* 19	10.9* 20	10,570 12.3	11.4* 21	13.2* 22			11,420 13.3	13.0* 23	13.7* 26	13.7* 13.4
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					9.4 10.1	19 * 10.1	20 * 10.6	10.8 11.1	12.0 12.0	13.1 13.1			12.6 12.6	13.4 13.4	14.0 14.0	13.4 13.4
2	TOTAL AUDIENCE (Households (000) & %)	{					16,490 19.2								14,950 17.4			
	NBC TV						TUESDAY MOVIE OF THE WEEK LITTLE GLORIA...HAPPY AT LAST, PART 2(R) (SU)								1986			
	AVERAGE AUDIENCE (Households (000) & %)	{					9,020 10.5	8.7* 17	10.2* 18		11.6* 20	11.7* 20			9,790 11.4	11.6* 21	11.2* 21	11.2* 10.6
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					8.3 9.0	17 * 9.0	18 * 9.7		11.6 11.6	11.7 11.7			11.8 11.8	11.4 11.4	11.9 11.9	10.6 10.6
TV HOUSEHOLDS USING TV WK. 1			45.9	47.0	46.8	48.3	47.6	49.4	50.9	53.1	55.4	56.2	57.3	57.7	58.3	56.2	54.0	52.5
(See Def. 1) WK. 2			47.7	48.2	48.0	49.2	51.0	53.8	54.8	56.4	56.9	57.8	59.2	59.0	56.7	55.9	54.6	51.7

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

# Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. AUG.13, 1986

TIME 7:00 7:15 7:30 7:45 8:00 8:15 8:30 8:45 9:00 9:15 9:30 9:45 10:00 10:15 10:30 10:45

W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{														
	ABC TV	{														
	AVERAGE AUDIENCE (Households (000) & %)	{														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{														
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{														
	CBS TV	{														
	AVERAGE AUDIENCE (Households (000) & %)	{														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{														
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{														
	NBC TV	{														
	AVERAGE AUDIENCE (Households (000) & %)	{														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{														

W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{														
	ABC TV	{														
	AVERAGE AUDIENCE (Households (000) & %)	{														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{														
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	{														
	CBS TV	{														
	AVERAGE AUDIENCE (Households (000) & %)	{														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{														
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{														
	NBC TV	{														
	AVERAGE AUDIENCE (Households (000) & %)	{														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{														

TV HOUSEHOLDS USING TV WK. 1	47.0	47.5	47.5	48.3	49.6	51.8	53.6	54.6	55.6	57.3	58.1	58.8	56.8	55.7	53.8	50.8
(See Def. 1) WK. 2	48.4	48.9	49.2	50.1	50.9	52.9	55.3	56.1	57.3	58.7	58.3	58.3	56.3	55.2	53.8	51.4

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

EVE.WED. AUG.20, 1986



# Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.THU. AUG.14, 1986

TIME 7:00 7:15 7:30 7:45 8:00 8:15 8:30 8:45 9:00 9:15 9:30 9:45 10:00 10:15 10:30 10:45

W E E K 1	TOTAL AUDIENCE (Households (000) & %)															
	ABC TV															
	AVERAGE AUDIENCE (Households (000) & %)															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %															
W E E K 1	TOTAL AUDIENCE (Households (000) & %)															
	CBS TV															
	AVERAGE AUDIENCE (Households (000) & %)															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %															
W E E K 1	TOTAL AUDIENCE (Households (000) & %)															
	NBC TV															
	AVERAGE AUDIENCE (Households (000) & %)															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %															

W E E K 2	TOTAL AUDIENCE (Households (000) & %)															
	ABC TV															
	AVERAGE AUDIENCE (Households (000) & %)															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %															
W E E K 2	TOTAL AUDIENCE (Households (000) & %)															
	CBS TV															
	AVERAGE AUDIENCE (Households (000) & %)															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %															
W E E K 2	TOTAL AUDIENCE (Households (000) & %)															
	NBC TV															
	AVERAGE AUDIENCE (Households (000) & %)															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %															

TV HOUSEHOLDS USING TV WK. 1	45.7	46.2	46.5	48.1	50.0	52.2	53.3	54.7	56.1	57.6	57.5	57.2	57.3	57.5	55.2	52.8
(See Def. 1) WK. 2	49.7	50.6	50.8	52.0	54.3	55.8	55.6	56.7	56.6	57.8	58.6	59.1	56.4	54.7	51.7	49.2

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

EVE.THU. AUG.21, 1986

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					16,920 19.7											
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)					6,440 7.5											
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					16 6.7	15* 6.3		7.0* 6.8		7.2* 7.1	15* 7.1	7.1* 7.1		8.3* 8.1	16* 8.6	8.7* 8.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					10,050 11.7				12,800 14.9							
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)					6,700 7.8				6,100 7.1							
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					17 7.1	17* 7.8		8.0* 8.4	14 5.9	13* 6.2	14* 6.7	6.9* 7.0		7.8* 7.7	15* 7.9	7.8* 8.0
W E E K 3	TOTAL AUDIENCE (Households (000) & %)					12,800 14.9				17,700 20.6				16,060 18.7			
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)					9,020 10.5				13,230 15.4				11,850 13.8			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					23 9.4	22* 9.9		11.3* 10.8	31 14.2	31* 15.4	31* 15.7	16.0* 16.2	27 14.1	27* 13.6	28* 14.1	13.8* 13.4

W E E K 4	TOTAL AUDIENCE (Households (000) & %)					23,450 27.3											
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)					8,590 10.0											
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					20 9.0	20* 9.0		9.9* 9.8	21* 10.1	19* 9.5	18* 9.9	9.3* 9.1		10.4* 9.9	20* 10.9	11.3* 11.3
W E E K 5	TOTAL AUDIENCE (Households (000) & %)					11,420 13.3				14,600 17.0							
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)					6,790 7.9				8,250 9.6							
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					16 8.0	17* 8.2		7.7* 7.7	18 8.7	17* 9.2	17* 9.4	9.3* 9.2		9.9* 9.9	19* 10.1	10.1* 10.2
W E E K 6	TOTAL AUDIENCE (Households (000) & %)					14,260 16.6				18,040 21.0				14,170 16.5			
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)					9,110 10.6				13,140 15.3				10,480 12.2			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					22 9.0	20* 9.9		11.7* 11.1	29 14.0	27* 15.0	23* 16.0	16.1* 16.3	30* 11.8	24* 12.0	24* 12.4	12.4* 12.5

TV HOUSEHOLDS USING TV (See Def. 1)	WK. 1	44.7	44.8	45.3	46.3	44.4	44.8	46.2	47.4	47.9	49.2	50.6	51.3	51.4	51.1	50.4	49.4
	WK. 2	44.5	44.9	45.1	45.6	45.7	47.4	49.1	51.2	52.3	53.6	53.7	53.4	51.3	51.7	51.4	50.4

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

EVE. FRI. AUG. 22, 1986



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. AUG.16, 1986

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

TOTAL AUDIENCE  
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE  
AVG. AUD. BY ¼ HR. %

15,380  
17.9

ABC SATURDAY NIGHT MOVIE  
EWOK ADVENTURE(R)  
(SD)

11,770  
13.7

LOVE BOAT SPECIAL  
(R)

7,990  
9.3

8.0\*

8.3\*

10.3\*

10.8\*

8,250  
9.6

9.2\*

10.0\*

19  
8.2

18 \*  
7.8

18 \*  
8.4

21 \*  
10.3

21 \*  
10.7

21 \*  
10.9

19  
9.1

18 \*  
9.3

20 \*  
9.5

20 \*  
10.6

TOTAL AUDIENCE  
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE  
AVG. AUD. BY ¼ HR. %

5,410  
6.3

MELBA SPL  
(SD)

15,380  
17.9

CBS SATURDAY NIGHT MOVIE  
S.O.B.(R)  
(SD)

4,470  
5.2

7.9

6.8\*

8.3\*

8.3\*

6,790  
7.9

8.2\*

7.9\*

12  
5.0

16  
5.5

15 \*  
6.9

17 \*  
8.4

16 \*  
8.2

16 \*  
8.5

16 \*  
8.0

16 \*  
8.3

16 \*  
8.0

16 \*  
7.8

16 \*  
8.0

TOTAL AUDIENCE  
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE  
AVG. AUD. BY ¼ HR. %

9,280  
10.8

FACTS OF LIFE  
(R)

10,050  
11.7

227  
(R)(SD)

19,670  
22.9

NFL PRE SEASON FTBL-NBC  
DALLAS VS LOS ANGELES RAIDERS  
(9:00-12:30AM)

7,560  
8.8

9.6

8.250

8.250

8.9\*

8.8

9.7\*

11.0\*

10.3\*

20  
8.0

21  
9.6

21  
9.3

19 \*  
9.8

20 \*  
8.8

20 \*  
9.0

20 \*  
9.5

22 \*  
9.9

22 \*  
11.0

20 \*  
11.1

20 \*  
10.5

20 \*  
10.0

TOTAL AUDIENCE  
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE  
AVG. AUD. BY ¼ HR. %

6,360  
7.4

DIFF'RENT  
STROKES  
(R)

6,440  
7.5

BEENSON  
(R)(SD)

14,860  
17.3

ABC SATURDAY NIGHT MOVIE  
DARK MANSIONS  
(SD)

5,410  
6.3

6.3

5,410

8,760

8.4\*

10.2

11.1\*

11.6\*

14  
6.3

13  
6.2

13  
6.0

20  
6.7

16 \*  
8.1

16 \*  
8.6

18 \*  
9.4

18 \*  
9.9

22 \*  
11.0

22 \*  
11.2

23 \*  
11.6

23 \*  
11.6

TOTAL AUDIENCE  
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE  
AVG. AUD. BY ¼ HR. %

8,250  
9.6

ADAM'S APPLE  
(SD)

21,560  
25.1

NFL PRE-SEASON FOOTBALL  
ST. LOUIS VS CHICAGO BEARS  
(9:00-12:20AM)  
(SD)

5,580  
6.5

6.1\*

6.9\*

8.3\*

9.3\*

8,590  
10.0

10.0\*

10.1\*

14  
5.9

14 \*  
6.2

15 \*  
6.9

17 \*  
8.1

17 \*  
8.5

18 \*  
9.3

18 \*  
9.2

20 \*  
9.9

20 \*  
10.1

20 \*  
10.3

20 \*  
9.9

TOTAL AUDIENCE  
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE  
AVG. AUD. BY ¼ HR. %

11,340  
13.2

FACTS OF LIFE  
(R)

12,280  
14.3

227  
(R)(SD)

16,410  
19.1

GOLDEN GIRLS  
(R)

13,140  
15.3

ALL IS  
FORGIVEN  
(R)

13,140  
15.3

HUNTER  
(R)

9,280  
10.8

10,740

13,920

11,510

13.4

9,110  
10.6

10.1\*

11.0\*

24  
10.4

26  
11.3

31  
11.9

15.7  
13.2

15.7  
16.7

15.7  
13.9

15.7  
13.0

21  
10.2

20 \*  
10.1

22 \*  
10.8

22 \*  
11.2

TV HOUSEHOLDS USING TV WK. 1  
(See Def. 1) WK. 2

40.8	41.6	42.6	43.2	44.3	44.8	46.1	47.2	49.0	50.2	50.9	51.1	50.5	49.9	49.2	48.4
41.4	42.3	43.3	44.4	43.9	44.9	46.6	48.9	51.6	52.3	52.7	52.8	51.6	51.5	50.6	49.1

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

EVE.SAT. AUG.23, 1986

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)			2,490 2.9														
	ABC TV			ABC WEEKEND REPORT- SAT.														
	AVERAGE AUDIENCE (Households (000) & %)			2,410 2.8														
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %			7 2.8														
W E E K 1	TOTAL AUDIENCE (Households (000) & %)																	
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %																	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)									6,960 8.1								
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)									3,350 3.9	4.8*		3.7*		2.8*			
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %	10.4	10.0	9.9	8.7	8.1	7.7			5.2	4.5	4.0	3.5	2.9	2.6			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)			2,830 3.3														
	ABC TV			ABC WEEKEND REPORT- SAT.														
	AVERAGE AUDIENCE (Households (000) & %)			2,750 3.2														
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %			9 3.2														
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																	
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %	10.0	10.7	11.1	11.2	11.1	10.5											
W E E K 2	TOTAL AUDIENCE (Households (000) & %)			10,390 12.1														
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)			5,410 6.3	6.7*		6.3*	5.7*										
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %			20 6.7	18 *	6.6	21 *	23 *	5.1									
TV HOUSEHOLDS USING TV		WK. 1	46.7	42.6	38.5	36.2	33.5	30.2	27.0	24.5	21.5	19.5	17.3	15.3	13.6	12.4	11.5	10.4
(See Def. 1)		WK. 2	45.7	42.5	38.1	35.7	32.5	28.3	25.0	22.3	19.9	17.7	15.9	14.3	12.3	11.2	10.2	9.1

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

EVE.SAT. AUG.23, 1986

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. AUG.17, 1986

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{ 15,200 17.7								{ 20,530 23.9								
	ABC TV	DISNEY SUNDAY MOVIE FUZZ BUCKET(R) THE DEACON STREET DEER(R)																
	AVERAGE AUDIENCE (Households (000) & %)	{ 7,820 9.1				9.0*		9.6*		9.9*	11,000 12.8			12.3*		12.9*	13.0*	
	SHARE OF AUDIENCE %	18	7.7*			19 *		19 *		18 *	23			21 *		22 *	23 *	
	AVG. AUD. BY ¼ HR. %	7.5	8.0	9.0	9.1	9.2	10.0	9.6	10.2	11.0	11.6	12.0	12.5	12.9	13.0	12.7	13.3	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{ 17,350 20.2				{ 19,160 22.3				{ 25,000 29.1								
	CBS TV	60 MINUTES MURDER, SHE WROTE (R)(SD) CIRCUS OF THE STARS (R)(SD)																
	AVERAGE AUDIENCE (Households (000) & %)	{ 12,540 14.6	13.9*			15.3*	14,860 17.3	17.0*		17.6*	15,200 17.7	15.2*		17.7*		19.3*	18.4*	
	SHARE OF AUDIENCE %	31	30 *			31 *	33	33 *		32 *	31	27 *		30 *		33 *	33 *	
	AVG. AUD. BY ¼ HR. %	13.2	14.6	15.1	15.5	16.8	17.3	17.7	17.5	14.5	15.9	17.2	18.2	19.3	19.3	19.1	17.8	
WEEK 3	TOTAL AUDIENCE (Households (000) & %)	{ 6,610 7.7		6,610 7.7		{ 10,050 11.7				{ 16,060 18.7								
	NBC TV	SILVER SPOONS (R) PUNKY BREWSTER (R) DALTON'S-CODE OF VENGEANCE (R)(SD) NBC SUNDAY NIGHT MOVIE PHOBIA																
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,500 6.4		5,760 6.7		6,960 8.1	7.4*		8.7*	8,590 10.0	9.9*		10.1*		9.9*		10.2*	
	SHARE OF AUDIENCE %	14		14		15	14 *		16 *	18	17 *		17 *		17 *		18 *	
	AVG. AUD. BY ¼ HR. %	5.9	6.8	6.7	6.8	7.3	7.6	8.5	9.0	9.9	9.9	10.0	10.2	10.0	9.8	10.1	10.2	
WEEK 4	TOTAL AUDIENCE (Households (000) & %)	{ 12,460 14.5								{ 21,820 25.4								
	ABC TV	DISNEY SUNDAY MOVIE LOVE LEADS THE WAY(R) (SD)																
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,530 7.6	5.5*			6.8*		8.8*		9.4*	11,510 13.4	11.9*		13.3*		13.9*	14.1*	
	SHARE OF AUDIENCE %	15	12 *			14 *		17 *		17 *	25	21 *		23 *		25 *	26 *	
	AVG. AUD. BY ¼ HR. %	5.8	5.3	6.4	7.1	9.0	8.6	9.3	9.5	11.4	12.3	13.0	13.7	13.9	13.8	13.9	14.3	
WEEK 5	TOTAL AUDIENCE (Households (000) & %)	{ 18,900 22.0				{ 20,440 23.8				{ 23,280 27.1								
	CBS TV	60 MINUTES MURDER, SHE WROTE (R)(SD) CBS SUNDAY NIGHT MOVIE TRACKDOWN: FINDING THE GOODBAR KILLER(R) (SD)																
	AVERAGE AUDIENCE (Households (000) & %)	{ 13,570 15.8	14.3*			17.3*	16,150 18.8	18.1*		19.5*	15,380 17.9	17.1*		18.0*		18.9*	17.6*	
	SHARE OF AUDIENCE %	34	32 *			37 *	35	35 *		36 *	32	31 *		31 *		34 *	33 *	
	AVG. AUD. BY ¼ HR. %	13.5	15.2	16.8	17.9	17.6	18.6	19.5	19.4	17.1	17.1	17.9	18.1	19.0	18.9	18.0	17.2	
WEEK 6	TOTAL AUDIENCE (Households (000) & %)	{ 7,990 9.3		7,730 9.0		{ 12,200 14.2				{ 19,590 22.5								
	NBC TV	SILVER SPOONS (R) PUNKY BREWSTER (R) DALTON'S-CODE OF VENGEANCE (SD) NBC SUNDAY NIGHT MOVIE THE VERDICT(R) (9:00-11:25PM) (SD)																
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,180 7.2		6,610 7.7		8,590 10.0	9.4*		10.7*	9,880 11.5	11.5*		11.2*		10.9*		11.2*	
	SHARE OF AUDIENCE %	16		16		19	18 *		20 *	21	21 *		20 *		19 *		21 *	
	AVG. AUD. BY ¼ HR. %	6.5	7.9	7.2	8.2	9.0	9.8	10.3	11.1	11.4	11.6	11.5	11.0	10.9	10.8	10.9	11.5	
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	45.2	47.0	48.0	49.2	51.1	52.5	53.9	55.5	56.1	57.3	57.9	58.3	58.1	57.5	56.3	54.9
		WK. 2	43.8	45.3	46.1	48.1	50.1	52.4	54.3	55.1	55.8	56.2	57.0	57.5	56.8	56.1	54.4	53.3

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

EVE.SUN. AUG.24, 1986



TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{			2,150 2.5					
	ABC TV		{	ABC SUNDAY NIGHT MOVIE THE CHINA SYNDROME(R) (9:00-11:33PM) (SD)		ABC WEEKEND REPORT-SUN. (12:09-12:24AM)					
	AVERAGE AUDIENCE (Households (000) & %)		{	14.1*		2,150 2.5					
	SHARE OF AUDIENCE AVG. AUD. BY % HR.		{	29 *		9					
			%	13.9	14.4	15.2	2.7	2.4			
E E K 1	TOTAL AUDIENCE (Households (000) & %)		{	3,610 4.2							
	CBS TV		{	CBS SUNDAY NEWS- 0800-0900							
	AVERAGE AUDIENCE (Households (000) & %)		{	3,870 4.5							
	SHARE OF AUDIENCE AVG. AUD. BY % HR.		{	11 4.5							
			%								
E E K 1	TOTAL AUDIENCE (Households (000) & %)		{	1,370 1.6							
	NBC TV		{	G. MICHAELS SPORTS MACHINE (11:30-11:45PM) (SUSTAINING 11:45-12:00AM)							
	AVERAGE AUDIENCE (Households (000) & %)		{	1,290 1.5							
	SHARE OF AUDIENCE AVG. AUD. BY % HR.		{	5 1.5							
			%								

W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													
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TV HOUSEHOLDS USING TV	WK. 1	49.6	46.3	37.2	32.2	27.5	24.5	21.3	19.5	16.9	14.6	12.3	10.1	8.6	7.7	6.7	6.2
(See Def. 1)	WK. 2	50.7	45.8	37.9	29.4	24.5	20.9	17.9	15.9	13.7	12.2	10.4	9.3	7.9	6.7	5.8	5.3

U.S. TV Households: 85,000,000

(1) NBC SUNDAY NIGHT MOVIE, THE VERDICT(R), NBC, (9:00-11:25PM)

For explanation of symbols, See page A.

EVE.SUN. AUG.24, 1986

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. AUG. 11-15, 1986

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)			4,720 5.5				4,550 5.3										
	ABC TV			GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)				GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)										
	AVERAGE AUDIENCE (Households (000) & %)			3,690 4.3				3,690 4.3										
	SHARE OF AUDIENCE %			26				19										
	AVG. AUD. BY ¼ HR. %			4.1	4.4			4.3	4.3									
WEEK 2	TOTAL AUDIENCE (Households (000) & %)			2,320 2.7				3,090 3.6				4,640 5.4		4,380 5.1				
	CBS TV			CBS MORNING NEWS 1				CBS MORNING NEWS 2				\$25,000 PYRAMID		NEW CARD SHARKS				
	AVERAGE AUDIENCE (Households (000) & %)			1,890 2.2				2,410 2.8				3,870 4.5		3,610 4.2				
	SHARE OF AUDIENCE %			13				13				18		17				
	AVG. AUD. BY ¼ HR. %			2.1	2.3			2.6	2.8			4.3	4.6	4.1	4.3			
WEEK 3	TOTAL AUDIENCE (Households (000) & %)			4,380 5.1				4,900 5.7				5,240 6.1		4,380 5.1				
	NBC TV			TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING)				TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING)				FAMILY TIES M-F		SALE OF THE CENTURY				
	AVERAGE AUDIENCE (Households (000) & %)			3,350 3.9				3,950 4.6				4,300 5.0		3,610 4.2				
	SHARE OF AUDIENCE %			24				21				20		17				
	AVG. AUD. BY ¼ HR. %			4.0	3.9			4.5	4.8			4.7	5.3	4.1	4.2			
WEEK 4	TOTAL AUDIENCE (Households (000) & %)			4,640 5.4				4,810 5.6										
	ABC TV			GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)				GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)										
	AVERAGE AUDIENCE (Households (000) & %)			3,520 4.1				4,040 4.7										
	SHARE OF AUDIENCE %			24				20										
	AVG. AUD. BY ¼ HR. %			4.0	4.3			4.7	4.7									
WEEK 5	TOTAL AUDIENCE (Households (000) & %)			2,830 3.3				3,090 3.6				4,550 5.3		4,470 5.2				
	CBS TV			CBS MORNING NEWS 1				CBS MORNING NEWS 2				\$25,000 PYRAMID		NEW CARD SHARKS				
	AVERAGE AUDIENCE (Households (000) & %)			2,150 2.5				2,410 2.8				3,780 4.4		3,610 4.2				
	SHARE OF AUDIENCE %			15				12				17		16				
	AVG. AUD. BY ¼ HR. %			2.5	2.5			2.7	2.9			4.2	4.6	4.1	4.3			
WEEK 6	TOTAL AUDIENCE (Households (000) & %)			4,550 5.3				5,150 6.0				5,500 6.4		4,720 5.5				
	NBC TV			TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING)				TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING)				FAMILY TIES M-F		SALE OF THE CENTURY				
	AVERAGE AUDIENCE (Households (000) & %)			3,350 3.9				4,120 4.8				4,470 5.2		3,870 4.5				
	SHARE OF AUDIENCE %			23				21				20		17				
	AVG. AUD. BY ¼ HR. %			3.8	4.0			4.8	4.9			4.9	5.6	4.5	4.5			
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	9.1	11.1	13.0	14.5	16.4	18.1	19.8	21.1	22.5	23.5	24.0	25.0	25.1	25.4	24.7	24.9
		WK. 2	9.7	11.8	13.4	15.2	17.2	19.3	21.0	22.0	23.1	24.3	25.0	25.4	25.3	25.8	25.9	26.3

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

DAY MON.-FRI. AUG. 18-22, 1986



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. AUG.11-15, 1986

		TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	2,660 3.1		2,320 2.7		3,090 3.6		3,870 4.5		8,590 10.0				8,680 10.1			
	ABC TV		LIFESTYLES-RICH & FAM-M-F		NEW LOVE AMERICAN STYLE		RYAN'S HOPE		LOVING		ALL MY CHILDREN				ONE LIFE TO LIVE (SD)			
	AVERAGE AUDIENCE (Households (000) & %)	{	2,060 2.4		1,890 2.2		2,580 3.0		3,350 3.9		6,530 7.6		7.0*		6,790 7.9		7.6*	8.1*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		9 2.5	2.4	8 2.2	2.3	11 2.9	3.1	14 3.6	4.1	25 6.6	7.5	23* 8.1	26* 8.3	26 7.5	25* 7.6	8.0	27* 8.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	6,360 7.4		7,900 9.2				9,960 11.6				8,250 9.6				5,240 6.1	
	CBS TV		PRICE IS RIGHT 1		PRICE IS RIGHT 2 (SD)				YOUNG AND THE RESTLESS				AS THE WORLD TURNS				CAPITOL	
	AVERAGE AUDIENCE (Households (000) & %)	{	5,330 6.2		6,960 8.1				7,470 8.7	8.6*			6,360 7.4		7.2*		7.6*	5.4
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		25 5.9	6.6	31 7.9	8.3			31 8.5	31* 8.7	8.8	8.8*	30* 8.7	24 7.3	23* 7.3	24* 7.5	18 5.5	18 5.4
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{	6,440 7.5		4,810 5.6		3,350 3.9		2,410 2.8		7,820 9.1				5,930 6.9			
	NBC TV		WHEEL OF FORTUNE		SCRABBLE		SUPER PASSWORD		SEARCH FOR TOMORROW		DAYS OF OUR LIVES				ANOTHER WORLD (SD)			
	AVERAGE AUDIENCE (Households (000) & %)	{	5,410 6.3		4,120 4.8		2,830 3.3		2,060 2.4		6,100 7.1		6.8*		4,720 5.5		5.3*	5.5*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		25 6.3	6.4	19 4.8	4.9	12 3.2	3.4	8 2.4	2.4	23 6.5	22* 7.1	24* 7.5	18 7.4	17* 5.3	17* 5.4	5.5	18* 5.5

W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{	2,660 3.1		2,320 2.7		3,350 3.9		4,210 4.9		8,680 10.1				8,590 10.0			
	ABC TV		LIFESTYLES-RICH & FAM-M-F		DOUBLE TALK		RYAN'S HOPE		LOVING		ALL MY CHILDREN				ONE LIFE TO LIVE (SD)			
	AVERAGE AUDIENCE (Households (000) & %)	{	2,150 2.5		1,890 2.2		2,920 3.4		3,690 4.3		6,790 7.9		7.5*		6,700 7.8		7.6*	8.1*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		10 2.5	2.5	8 2.3	2.2	12 3.2	3.5	15 4.1	4.5	25 7.1	24* 8.0	26* 8.3	26* 8.3	26 7.5	25* 7.6	8.0	27* 8.2
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	{	7,130 8.3		8,850 10.3				10,140 11.8				7,900 9.2				4,810 5.6	
	CBS TV		PRICE IS RIGHT 1		PRICE IS RIGHT 2 (SD)				YOUNG AND THE RESTLESS				AS THE WORLD TURNS				CAPITOL	
	AVERAGE AUDIENCE (Households (000) & %)	{	5,930 6.9		7,560 8.8				7,470 8.7	8.7*			6,270 7.3		7.3*		4,380 5.1	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		26 6.4	7.4	32 8.5	9.0			30 6.7	31* 8.7	8.9	31* 8.8	24 7.4	23* 7.3	24* 7.3	24* 7.2	17 5.1	17 5.0
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{	6,440 7.5		5,240 6.1		3,690 4.3		2,750 3.2		7,990 9.3				6,180 7.2			
	NBC TV		WHEEL OF FORTUNE		SCRABBLE		SUPER PASSWORD		SEARCH FOR TOMORROW		DAYS OF OUR LIVES				ANOTHER WORLD (SD)			
	AVERAGE AUDIENCE (Households (000) & %)	{	5,410 6.3		4,380 5.1		3,180 3.7		2,320 2.7		6,360 7.4		7.1*		4,720 5.5		5.3*	5.6*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		24 6.1	6.5	19 5.0	5.3	13 3.6	3.8	9 2.7	2.7	24 6.8	23* 7.3	24* 7.7	18 7.7	17* 5.4	17* 5.2	5.6	19* 5.6
TV HOUSEHOLDS USING TV			WK. 1	25.0	25.9	26.0	27.0	28.0	29.0	28.9	29.2	30.2	30.9	30.9	31.1	31.1	31.3	30.3
(See Def. 1)			WK. 2	26.0	27.0	27.0	27.5	28.6	29.5	29.4	29.5	29.9	31.0	31.0	31.1	30.4	30.5	29.8

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

DAY MON.-FRI. AUG.18-22, 1986

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. AUG. 11-15, 1986

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	9,020 10.5															8,850 10.3
	ABC TV		GENERAL HOSPITAL (S) (OP)															ABC WORLD NEWS TONIGHT
	AVERAGE AUDIENCE (Households (000) & %)	{	7,130 8.3	8.2*			8.3*											7,390 8.6
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	27 8.2	27* 8.3		8.3	26* 8.3										8.4	8.7
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	6,870 8.0				2,150 2.5											9,620 11.2
	CBS TV		GUIDING LIGHT (SUS-SD) (SD) PRESS YOUR LUCK															CBS EVENING NEWS-RATHER
	AVERAGE AUDIENCE (Households (000) & %)	{	5,410 6.3	6.2*			6.4*		1,720 2.0									8,070 9.4
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	20 6.2	20* 6.3		6.4	20* 6.4		7 2.0	2.0							9.3	9.4
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	5,240 6.1															9,790 11.4
	NBC TV		SANTA BARBARA															NBC NIGHTLY NEWS
	AVERAGE AUDIENCE (Households (000) & %)	{	4,040 4.7	4.6*			4.8*											8,250 9.6
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	15 4.7	15* 4.6		4.7	15* 4.9										9.5	9.8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	9,020 10.5															9,880 11.5
	ABC TV		GENERAL HOSPITAL															ABC WORLD NEWS TONIGHT
	AVERAGE AUDIENCE (Households (000) & %)	{	7,220 8.4	8.4*			8.3*											8,330 9.7
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	27 8.3	27* 8.5		8.5	27* 8.2										9.7	9.8
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	7,040 8.2				1,890 2.2											10,220 11.9
	CBS TV		GUIDING LIGHT (SD) (SUS-SD) PRESS YOUR LUCK															CBS EVENING NEWS-RATHER
	AVERAGE AUDIENCE (Households (000) & %)	{	5,580 6.5	6.4*			6.5*		1,460 1.7									8,680 10.1
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	21 6.4	21* 6.5		6.6	21* 6.4		6 1.7	1.8							10.1	10.2
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	5,150 6.0															9,790 11.4
	NBC TV		SANTA BARBARA															NBC NIGHTLY NEWS
	AVERAGE AUDIENCE (Households (000) & %)	{	3,870 4.5	4.5*			4.5*											8,420 9.8
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	15 4.5	15* 4.5		4.5	15* 4.6										9.8	9.8
TV HOUSEHOLDS USING TV WK. 1			30.0	30.5	31.0	31.5	30.6	31.8	32.8	34.4	35.2	36.8	38.1	39.8	42.5	44.3	45.3	46.2
(See Def. 1) WK. 2			30.0	30.9	30.8	31.4	30.9	32.4	33.6	35.2	36.3	38.2	39.2	40.8	43.2	45.9	46.9	47.7

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

DAY MON.-FRI. AUG. 18-22, 1986

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					1,890 2.2		2,410 2.8		4,210 4.9		4,470 5.2		4,120 4.8		3,260 3.8	
	ABC TV					PINK PANTHER AND SONS (SD)		LITTLES		BUGS BUNNY/ LOONEY TUNES-1		BUGS BUNNY/ LOONEY TUNES-2		LAFF-A-LYMPICS		EWOKS	
	AVERAGE AUDIENCE (Households (000) & %)					1,290 1.5		1,980 2.3		3,260 3.8		3,780 4.4		3,350 3.9		2,750 3.2	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					15 1.4		16 1.7		20 3.4		20 4.1		16 4.2		13 3.7	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					1,720 2.0		2,830 3.3		5,410 6.3				5,580 6.5			
	CBS TV					WUZZLES (SUS-SD)		BERENSTAIN BEARS (SUS-SD)		MUPPET BABIES & MONSTERS				ROCK N WRESTLING			
	AVERAGE AUDIENCE (Households (000) & %)					1,370 1.6		2,060 2.4		3,520 4.1				3,440 4.0			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					16 1.5		16 1.6		20 3.8		4.0* 21 *		4.3* 19 *		4.0* 16 *	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					2,150 2.5		2,830 3.3		4,640 5.4		5,930 6.9		7,650 8.9		7,220 8.4	
	NBC TV					SNORKS (SD)		GUMMI BEARS (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		IT'S PUNKY BREWSTER	
	AVERAGE AUDIENCE (Households (000) & %)					1,630 1.9		2,320 2.7		3,950 4.6		4,900 5.7		5,930 6.9		6,180 7.2	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					19 1.6		18 2.2		24 4.2		25 4.9		28 6.6		29 7.2	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					1,800 2.1		2,060 2.4		4,470 5.2		5,240 6.1		4,470 5.2		4,470 5.2	
	ABC TV					PINK PANTHER AND SONS (SD)		LITTLES		BUGS BUNNY/ LOONEY TUNES-1		BUGS BUNNY/ LOONEY TUNES-2		LAFF-A-LYMPICS		EWOKS	
	AVERAGE AUDIENCE (Households (000) & %)					1,290 1.5		1,720 2.0		3,350 3.9		4,300 5.0		3,780 4.4		3,690 4.3	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					14 1.2		13 1.8		20 3.4		23 4.4		19 5.1		17 4.9	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					2,150 2.5		2,660 3.1		5,070 5.9				5,580 6.5			
	CBS TV					WUZZLES (SUS-SD)		BERENSTAIN BEARS (SUS-SD)		MUPPET BABIES & MONSTERS				ROCK N WRESTLING			
	AVERAGE AUDIENCE (Households (000) & %)					1,720 2.0		2,150 2.5		3,180 3.7				3,350 3.9			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					19 1.9		16 2.1		18 3.2		17* 3.6		18* 3.7		17* 4.2	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					2,060 2.4		3,610 4.2		5,410 6.3		5,580 6.5		6,700 7.8		6,440 7.5	
	NBC TV					SNORKS (SD)		GUMMI BEARS (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		IT'S PUNKY BREWSTER	
	AVERAGE AUDIENCE (Households (000) & %)					1,630 1.9		3,010 3.5		4,300 5.0		4,900 5.7		5,580 6.5		5,580 6.5	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					18 1.6		22 2.2		25 4.7		26 5.3		27 5.6		26 6.3	
TV HOUSEHOLDS USING TV WK. 1		6.0	6.9	7.4	9.0	10.3	12.5	15.0	17.4	19.8	21.6	22.8	23.9	24.9	25.2	24.9	25.5
(See Def. 1) WK. 2		6.0	7.1	8.5	9.9	12.2	14.3	16.7	18.3	19.5	21.1	21.5	22.1	23.2	24.2	25.0	25.0

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. AUG. 16, 1986

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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W	TOTAL AUDIENCE (Households (000) & %)		2,830 3.3	3,440 4.0	4,120 4.8	4,550 5.3	AMERICAN BANDSTAND																					
	ABC TV		DROIDS: ADVENTURES	SUPERPOWERS TEAM (SD)	ABC WEEKEND SPECIALS THE BOLLO CAPER																							
	AVERAGE AUDIENCE (Households (000) & %)		2,410 2.8	2,580 3.0	3,610 4.2	2,410 2.8	2.6*																					
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR.		11 2.8	11 2.8	16 4.1	10 2.7	9* 2.4	11* 2.9																				
E	TOTAL AUDIENCE (Households (000) & %)		4,470 5.2	4,210 4.9	4,210 4.9	5,240 6.1	5,670 6.6																					
	CBS TV		RICHIE RICH (SD)	DUNGEONS AND DRAGONS (SD)	POLE POSITION	CHARLIE BROWN/SNOOPY SHOW (SD)	CBS SPORTS SAT SP. ED. SWIMMING & DIVING (2-30-6:00PM)																					
	AVERAGE AUDIENCE (Households (000) & %)		3,690 4.3	3,440 4.0	3,440 4.0	3,950 4.6									2,750 3.2	2.4*												
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR.		16 4.5	15 4.2	15 3.9	17 4.4								10 2.4	8* 2.4													
K	TOTAL AUDIENCE (Households (000) & %)		7,040 8.2	6,360 7.4	3,090 3.6	2,920 3.4	4,470 13,740 5.2 16.0																					
	NBC TV		ALVIN AND THE CHIPMUNKS (SD)	KIDD VIDEO (SD)	MR. T	SPIDERMAN AND FRIENDS	(1) NBC MAJ. LEAGUE BASEBALL (-OP) ST. LOUIS VS N.Y. METS N.Y. YANKEES VS KANSAS CITY MULTI-SEGMENT TELECAST																					
	AVERAGE AUDIENCE (Households (000) & %)		5,930 6.9	4,900 5.7	2,490 2.9	2,410 2.8									4,210 6,440 4.9 7.5	6.7*												
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR.		26 6.9	22 6.0	11 2.8	10 2.6	2.9								18 25 4.9 5.4	23* 7.0												
W	TOTAL AUDIENCE (Households (000) & %)		3,780 4.4	3,780 4.4	3,690 4.3	3,690 4.3	AMERICAN BANDSTAND																					
	ABC TV		DROIDS: ADVENTURES	SUPERPOWERS TEAM (SD)	ABC WEEKEND SPECIALS VALENTINE'S SECOND CHANCE																							
	AVERAGE AUDIENCE (Households (000) & %)		3,010 3.5	3,260 3.8	3,090 3.6	2,320 2.7	2.5*																					
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR.		14 3.6	15 3.5	14 3.5	10 2.7	9* 2.4	11* 3.0																				
E	TOTAL AUDIENCE (Households (000) & %)		3,520 4.1	2,150 2.5	2,830 3.3	4,210 4.9	6,180 7.2																					
	CBS TV		RICHIE RICH (SD)	DUNGEONS AND DRAGONS (SD)	POLE POSITION	CHARLIE BROWN/SNOOPY SHOW (SD)	WORLD SERIES OF GOLF(SAT) (2:00-4:00PM)																					
	AVERAGE AUDIENCE (Households (000) & %)		2,750 3.2	1,890 2.2	2,410 2.8	3,350 3.9									2,920 3.4	2.9*	3.2*											
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR.		13 3.4	9 2.9	11 2.6	15 3.7	10* 4.0	11* 3.2																				
K	TOTAL AUDIENCE (Households (000) & %)		5,930 6.9	5,240 6.1	3,440 4.0	3,180 3.7	3,950 12,890 4.6 15.0																					
	NBC TV		ALVIN AND THE CHIPMUNKS (SD)	KIDD VIDEO (SD)	MR. T	SPIDERMAN AND FRIENDS	(2) (-OP) (3) (OP)																					
	AVERAGE AUDIENCE (Households (000) & %)		4,980 5.8	4,470 5.2	2,750 3.2	2,750 3.2									3,690 5,500 4.3 6.4	5.1*												
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR.		24 5.9	21 5.2	13 3.3	12 3.2	18* 3.2	18* 4.3																				
TV HOUSEHOLDS USING TV WK. 1													25.9	26.5	26.8	26.5	26.4	27.8	27.6	27.6	26.9	26.7	27.0	27.4	27.9	29.1	29.5	29.8
(See Def. 1) WK. 2													24.5	24.4	25.7	25.8	25.6	26.3	26.4	26.5	25.9	26.6	27.6	28.0	28.3	27.9	27.4	28.2

U.S. TV Households: 85,900,000

(1) NBC MAJOR LEAGUE PRE GAME, NBC, (2:00-2:16PM)

(2) NBC MAJOR LEAGUE PRE GAME, NBC, (2:00-2:18PM)

For explanation of symbols, See page A.

A-29 (3) NBC MAJOR LEAGUE BASEBALL, CALIFORNIA-BALTIMORE/CINCINNATI-CHGO CUBS, NBC, MULTI-SEGMENT TELECAST

DAY SAT. AUG. 23, 1986

		INTERVIEW NATIONAL TV AUDIENCE ESTIMATES																	
		TIME																	
		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45		
WEEK 1	TOTAL AUDIENCE (Households (000) & %)									7,900 9.2								5,840 6.8	
	ABC TV									ABC WIDE WORLD-SPORTS SAT								ABC WRD NEWS TONIGHT-SAT	
	AVERAGE AUDIENCE (Households (000) & %)									3,690 4.3	3.5*		4.5*		4.8*			4,550 5.3	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %									13 3.5	11 *		14 *		14 *			13 5.2	5.4
WEEK 2	TOTAL AUDIENCE (Households (000) & %)									8,330 9.7								5,580 6.5	
	CBS TV									INTERNATIONAL GOLF-SAT								CBS SAT. NEWS-SCHIEFFER	
	AVERAGE AUDIENCE (Households (000) & %)									3,260 3.8	3.8*		3.9*		3.7*		3.8*	4,550 5.3	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %									12 3.6	12 *		12 *		11 *		11 *	13 5.3	5.3
WEEK 3	TOTAL AUDIENCE (Households (000) & %)																	5,930 6.9	
	NBC TV									NBC MAJOR LEAGUE BASEBALL ST. LOUIS VS N.Y. METS N.Y. YANKEES VS KANSAS CITY MULTI-SEGMENT TELECAST (OP)								WRD CHMP/WOMEN'S GOLF(B) (5:00-5:47PM) (OP)	NBC NIGHTLY NEWS-SAT.
	AVERAGE AUDIENCE (Households (000) & %)																	3,610 4.2	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	12 4.2	15 5.6
WEEK 4	TOTAL AUDIENCE (Households (000) & %)																	6,010 7.0	
	ABC TV									ABC WIDE WORLD-SPORTS SAT								ABC WRD NEWS TONIGHT-SAT	
	AVERAGE AUDIENCE (Households (000) & %)									4,210 4.9	4.2*		4.7*		4.9*		5.6*	5,240 6.1	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %									15 4.0	14 *		15 *		15 *		16 *	15 6.0	6.2
WEEK 5	TOTAL AUDIENCE (Households (000) & %)																	6,790 7.9	
	CBS TV									CBS SPORTS SATURDAY								CBS SAT. NEWS-SCHIEFFER	
	AVERAGE AUDIENCE (Households (000) & %)									3,520 4.1	3.9*		3.9*		4.2*		4.6*	5,840 6.8	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %									13 3.8	13 *		13 *		13 *		14 *	17 6.3	7.3
WEEK 6	TOTAL AUDIENCE (Households (000) & %)																	7,560 8.8	
	NBC TV									NBC MAJOR LEAGUE BASEBALL CALIFORNIA-BALTIMORE CINCINNATI-CHICAGO CUBS MULTI-SEGMENT TELECAST								NBC NIGHTLY NEWS-SAT.	
	AVERAGE AUDIENCE (Households (000) & %)																	6,360 7.4	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	19 7.2	7.6
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	30.2	30.2	30.7	31.3	30.4	31.6	32.1	32.5	32.9	33.7	35.1	35.8	36.4	38.1	39.6	40.6	
		WK. 2	28.9	29.6	29.8	29.8	29.1	30.4	31.4	32.3	33.1	33.3	33.6	35.2	36.6	37.5	39.1	40.5	

U.S. TV Households: 85,900,000

(1) WRD CHMP/WOMEN'S GOLF SA, NBC, (5:47-6:00PM)(S)

For explanation of symbols, See page A.

DAY SAT. AUG. 23, 1986



**U.S. TV Households: 85,900,000**

For explanation of symbols, See page A.

DAY SUN. AUG.24, 1986

**U.S. TV Households: 85,900,000**

For explanation of symbols. See page A.

DAY SUN. AUG. 24, 1986

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. AUG. 17, 1986

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)																	5,670 6.6
	ABC TV																	ABC WRLD NEWS TONIGHT-SUN
	AVERAGE AUDIENCE (Households (000) & %)																	4,720 5.5
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	13 5.4 5.6
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		5,500 6.4				10,480 12.2								6,960 8.1			
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)		3,090 3.6				5,070 5.9								5,410 6.3			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		11 3.3	3.3*		3.9* 4.0	16 5.3	5.1* 5.0	5.5* 5.3		6.2* 6.2		6.3	6.6* 6.9	15 5.4	7.1		
WEEK 3	TOTAL AUDIENCE (Households (000) & %)		4,120 4.8												6,960 8.1			7,040 8.2
	NBC TV																	NBC NIGHTLY NEWS-SUN
	AVERAGE AUDIENCE (Households (000) & %)		2,410 2.8	2.7*		2.9* 9*								3,950 4.6	4.4* 12	4.7* 12*		5,930 6.9
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		8 2.8	8*	2.9	9*							4.4	4.7	4.9		7.1	6.8
WEEK 4	TOTAL AUDIENCE (Households (000) & %)																	5,840 6.8
	ABC TV																	ABC WRLD NEWS TONIGHT-SUN
	AVERAGE AUDIENCE (Households (000) & %)																	4,900 5.7
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	14 5.8 5.6
WEEK 5	TOTAL AUDIENCE (Households (000) & %)						10,570 12.3								6,610 7.7			
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)			5.1*		4.9* 6.4	5,500 6.4	5.0* 5.0							5,500 6.4			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		5.2	5.0	5.0	4.8	4.7	5.2	6.5	6.8	6.9	7.3	7.5	6.2	6.6			
WEEK 6	TOTAL AUDIENCE (Households (000) & %)						7,650 8.9								7,820 9.1			
	NBC TV																	NBC NIGHTLY NEWS-SUN
	AVERAGE AUDIENCE (Households (000) & %)						3,520 4.1	3.8*						3.8*	7.4			6,360 7.4
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						11 3.8	11*	4.6* 4.5	13*	3.9			10*	17			7.2 7.6
TV HOUSEHOLDS USING TV		WK. 1	33.1	33.9	34.5	35.2	35.5	35.6	35.5	36.1	37.5	38.2	38.3	39.0	41.1	42.5	42.8	43.7
(See Def. 1)		WK. 2	30.0	31.5	32.2	32.8	33.3	34.1	34.2	34.9	35.8	36.3	37.3	37.9	39.3	41.5	43.1	43.4

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

DAY SUN. AUG. 24, 1986

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1							WEEK 2						
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
EVENING MONDAY																	
ABC ABC MONDAY NIGHT BASEBALL	1	8.00-11.25PM	-GRID	20,010	23.3	8,070	9.4	17			19,330	22.5	7,650	8.9	16		
	2	8.00-11.23PM	-GRID														
		11.00							7.9							8.5	
		11.15							4.9							8.0	
		11.30							5.9								
ABC ABC NEWSBRIEF-MON	1	8.05- 8.06PM	8.00	6,440	7.5	6,440	7.5	15	7.5		5,670	6.6	5,670	6.6	14	6.6	
	2	8.06- 8.07PM	8.00														
EVENING TUESDAY																	
ABC WHO'S THE BOSS?	1	8.42- 9.12PM	-GRID	16,240	18.9	13,230	15.4	29	17.2								
		9.00															
ABC MOONLIGHTING	1	9.12-10.12PM	-GRID	20,790	24.2	14,600	17.0	30	18.4								
		10.00							18.4*								
ABC ABC NEWSBRIEF-TUE	2	9.58- 9.59PM	9.45								10,220	11.9	10,220	11.9	20	11.9	
	1	10.11-10.12PM	10.00	11,680	13.6	11,680	13.6	23	13.6								
ABC SPENSER: FOR HIRE	1	10.12-11.12PM	-GRID	14,690	17.1	10,140	11.8	22	11.9								
		11.00							11.9*								
CBS REAGAN NEWS CONF.-ABC(SUS)	1	8.00- 8.42PM	8.00														
CBS REAGAN NEWS CONF.-CBS(SUS)	1	8.00- 8.41PM	8.00														
CBS REAGAN NEWS CONF.-NBC(SUS)	1	8.00- 8.41PM	8.00														

CBS SIMON & SIMON	1	8.41- 9.41PM	-GRID	10,140	11.8	6,870	8.0	15	8.9								
		9.30							8.9*								
CBS MAGNUM, P.I.	1	9.41-10.41PM	-GRID	13,660	15.9	9,020	10.5	18	11.8								
		10.30							11.8*								
CBS EQUALIZER	1	10.41-11.41PM	-GRID	14,090	16.4	9,620	11.2	22	11.6								
		11.00							11.6*								
		11.15							11.4*								
		11.30							11.4*								
NBC A TEAM	1	8.41- 9.41PM	-GRID	12,800	14.9	8,590	10.0	18	11.6								
		9.30							11.6*								
NBC HUNTER	1	9.41-10.41PM	-GRID	17,180	20.0	11,680	13.6	24	15.2								
		10.30							15.2*								
NBC HUMAN ANIMAL 2(S)	1	10.41-11.41PM	-GRID	18,550	21.6	13,400	15.6	31	16.8								
		11.00							16.4*								
		11.15							14.3*								
		11.30							14.3*								
EVENING WEDNESDAY																	
ABC ABC BUSINESS BRIEF-WED		8.58- 8.59PM	8.45	7,470	8.7	7,470	8.7	16	8.7		10,740	12.5	10,740	12.5	22	12.5	
ABC ABC NEWSBRIEF-WED	1	9.57- 9.59PM	9.45	9,620	11.2	8,930	10.4	18	10.4								
	2	9.58- 9.59PM	9.45								9,280	10.8	9,280	10.8	19	10.8	
CBS AMERICAN PORTRAIT-SUS(SUS)	1	8.53- 8.54PM	8.45														
	2	8.47- 8.48PM	8.45														
	2	8.58- 8.59PM	8.45														
NBC MAJOR LEAGUE BASEBALL-WED(S)	2	8.14-11.34PM	-GRID								21,050	24.5	8,250	9.6	18	10.8	
		11.00															
CONT'D																	



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
EVENING WEDNESDAY-CONT'D NBC MAJOR LEAGUE BASEBALL-WED(S)-CONT'D 11.15 11.30 NBC MAJOR LEAGUE PRE GAME-WED(S) EVENING THURSDAY ABC ABC NEWSBRIEF-THU EVENING FRIDAY ABC NFL PRE SEASON FTBL(S) 11.00 11.15 11.30 ABC NFL PRE-SEASON FTBL(S) 11.00 CBS AMERICAN PORTRAIT SUS(SUS) EVENING SATURDAY ABC ABC SPORTS UPDATE-SAT 9.00 ABC ABC NEWSBRIEF-SAT.	2 2 2 2 1 1 1 2 1 1	8.00- 8.14PM 9.58- 9.59PM 8.00-11.36PM 8.00-11.04PM 8.58- 8.59PM 8.58- 8.59PM 9.08- 9.09PM 9.58- 9.59PM	~GRID 9.45 ~GRID 8.45 8.45 9.00 9.45	6,440 16,920 8,160 7,220	7.5 19.7 9.5 8.4	6,440 6,440 8,160 7,220	7.5 7.5 9.5 8.4	13 16 19 16	7.5 9.0 9.5 8.4	8,420 5,410 23,450 5,410 7,730	9.8 6.3 27.3 6.3 9.0	8,420 5,410 8,590 5,410 7,730	9.8 6.3 10.0 6.3 9.0	20 11 20 13 17	10.1 9.1 10.2 10.0 11.0 6.3 9.0	21* 20* 25*	10.1 9.1 10.2 10.0 11.0 6.3 9.0	21* 20* 25*	10.1 9.1 10.2 10.0 11.0 6.3 9.0

CBS SPORTSBREAK-SAT CBS NEWSBREAK-SAT. NBC NBC NEWS DIGEST-SAT EVENING SUNDAY ABC ABC SPORTS UPDATE-SUN ABC ABC NEWSBRIEF-SUN. CBS SPORTSBREAK-SUN CBS NEWSBREAK-SUN. NBC NBC NEWS DIGEST-SUN NBC NBC NEWS DIGEST-2-SUN. EVENING MONDAY-FRIDAY ABC ABC NEWS:NIGHTLINE 11.30 11.45 12.00 ABC ABC NEWS:NIGHTLINE-MO (B) 11.30 11.45 12.00 ABC ABC NEWS:NIGHTLINE FRI(B) ABC ABC NEWS:NIGHTLINE-MON(B) CONT'D	1 2 1 2 1 2 1 2 1 2 1 2 1 2 1 2 1 2 1 2 1 2	8.28- 8.29PM 8.58- 8.59PM 10.09-10.11PM 10.53-10.54PM 8.58- 8.59PM 9.28- 9.29PM 9.27- 9.28PM 9.50- 9.51PM 10.03-10.04PM 8.58- 8.59PM 9.58- 9.59PM 10.08-10.09PM 8.58- 8.59PM 10.08-10.09PM 11.43-12.13AM 12.00-12.15AM 12.08-12.38AM	8.15 8.45 10.00 10.45 8.45 9.15 9.15 9.45 10.00 8.45 9.45 10.00 8.45 10.00 11.30 11.45 12.00 11.30 11.45 12.00 12.00 12.00	4,980 5,760 6,700 9,360 10,140 11,770 12,630 6,610 4,980 4,040 2,830	5.8 6.7 7.8 10.9 11.8 13.7 14.7 7.7 5.8 4.7 3.3	4,980 5,670 6,700 9,360 10,140 11,770 12,630 6,610 4,380 2,920 2,920	5.8 6.6 7.8 10.9 11.8 13.7 14.7 7.7 5.1 3.4 3.4	13 13 17 19 20 25 25 14 15 11 11	5.8 6.6 7.8 10.9 11.8 13.7 14.7 7.7 5.7 4.7 3.9 4.8 3.4 3.1 3.4	TU-F TU-F W&TH MON. MON. MON. FRI.	6,270 7,820 8,590 10,310 10,480 13,060 11,600 7,390 7,220 6,180 3,440	7.3 9.1 10.0 12.0 12.2 15.2 13.5 8.6 8.4 7.2 4.0	6,270 7,820 8,590 10,310 10,480 13,060 11,600 7,390 7,220 4,900 2,580	7.3 9.1 10.0 12.0 12.2 15.2 13.5 8.6 8.4 5.7 3.0	15 18 20 21 21 28 24 16 15 16 11	7.3 9.1 10.0 12.0 12.2 15.2 13.5 8.6 8.4 6.3 3.6	5.2 4.4 4.4 4.4 4.4 4.4 4.4 4.4 4.4 4.4 4.4	MON. MON. MON. MON. MON. MON. MON. MON. MON. MON. MON. MON.
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## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
EVENING MONDAY-FRIDAY-CONT'D																			
ABC ABC NEWS:NIGHTLINE-MON(B)-CONT'D			12.15 12.30														3.0 2.6	MON. MON.	
ABC ABC NEWS:NIGHTLINE-TU(B)	1	12.00-12.13AM	12.00	3,090	3.6	3,090	3.6	12	3.6	TUE.		1,460	1.7	1,200	1.4	5	1.5	TU-TH	
ABC LIFESTYLES-RICH & FAM-12M		>	12.00 12.15 12.30	1,120	1.3	940	1.1	4	1.0 1.1 1.0	TU-F TU-F TUWF							1.3 1.2	TU-TH TU&TH	
ABC LIFESTYLES-RICH-MON-12(B)	1	12.13-12.43AM	12.00 12.15 12.30	520	.6	<<	<<	<<	<< << <<	MON. MON. MON.									
ABC ABC NEWS:NIGHTLINE-FR(B)	2	12.20-12.50AM	12.15 12.30 12.45									4,300	5.0	3,610	4.2	15	4.7 4.0 3.5	FRI. FRI. FRI.	
CBS AMERICAN PORTRAIT		>	8.45 9.30	8,160	9.5	8,160	9.5	17	10.4 7.8	MTUTH TUE.		8,500	9.9	8,500	9.9	17	9.9	TU&TH	
CBS NEWSBREAK-M-F		>	9.45 10.30	5,500	6.4	5,500	6.4	11	6.2 7.2	M-F TUE.		7,130	8.3	7,130	8.3	14	8.3	M-F	
CBS CBS LATE NIGHT I		>	11.30 11.45	5,760	6.7	3,780	4.4 4.7*	17 15*	4.8 4.6	M-F MTWTF		6,700	7.8	4,380	5.1 5.5*	18 17*	5.7 5.3	M-F M-F	

			12.00 12.15 12.30 12.45 1.00 1.15						4.6 4.3 4.1 4.0*	M-F M-F M-F M-F							5.0 4.7 4.5	M-F M-F M-F	
CBS CBS LATE NIGHT II		>	12.30 12.45 1.00 1.15 1.30 1.45 2.00	2,830	3.3	2,150	2.5 2.7*	16 14*	3.0 2.6 2.4 2.4 2.6 2.3 2.1	M-F MTWTF M-F M-F TUE. TUE. TUE.		3,690	4.3	2,830	3.3 3.5*	19 18*	3.7 3.4 3.2 3.1	M-F M-F M-F M-F	
			2.00 2.15						2.1 2.1	TUE.									
CBS CBS NEWS NIGHTWATCH-1		2.00- 2.30AM	2.00	600	.7	520	.6	7	.7	MTWTHSU		940	1.1	770	.9	10	1.0	M-THSU	
CBS CBS NEWS NIGHTWATCH-2		2.30- 3.00AM	2.15 2.30 2.45	940	1.1	860	1.0	14	.5 1.1 1.0	MTWTHSU M-THSU M-THSU		1,200	1.4	1,120	1.3	19	.9 1.3 1.2	M-THSU M-THSU M-THSU	
CBS CBS NEWS NIGHTWATCH-3		3.00- 6.00AM	3.00 3.15 3.30 3.45 4.00 4.15 4.30 4.45 5.00	1,460	1.7	770	.9 1.1*	19 18*	1.1 1.1 1.0 1.0 .9 .9 .8 .9	M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU		1,460	1.7	860	1.0 1.3*	21 22*	1.4 1.3 1.2 1.2 1.1 1.0 1.0 .9	M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU	

CONT'D

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1					WEEK 2									
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%			
EVENING MONDAY-FRIDAY-CONT'D			5.15					.9*	21*	.8	M-THSU				.8*	20*	.9	M-THSU
CBS CBS NEWS NIGHTWATCH-3-CONT'D			5.30					.8		.8	M-THSU						.8	M-THSU
			5.45					.8*	18*	.8	M-THSU				.8*	19*	.7	M-THSU
NBC NBC NEWS DIGEST-M-F	2	>	8.00									9,020	10.5	9,020	10.5	20	8.1	M-F
			8.15														9.8	M & W
	1	>	8.45	9,710	11.3	9,710	11.3	21	9.6	M-F							13.0	TH&F
			9.00						13.8	M & TH							8.7	TUE.
			9.15						15.5	M & TH								
			9.30						8.3	TUE.								
NBC NBC NEWS DIGEST-2-M-F		>	9.45	10,820	12.6	10,820	12.6	22	14.6	TU&TH		8,850	10.3	8,850	10.3	18	10.3	M & F
			10.30						10.6	TUE.								
NBC TONIGHT SHOW		>	11.30	9,450	11.0	5,580	6.5	22	7.9	M-F		9,110	10.6	5,410	6.3	21	7.2	M-F
			11.45				7.5*	22*	7.2	MWTHF					6.9*	19*	6.6	MTUTHF
			12.00						6.6	M-F							6.3	M-F
			12.15				6.2*	23*	5.7	M-F					6.2*	22*	6.0	M-F
			12.30						5.6	TUE.							5.0	WED.
			12.45				5.3*	23*	5.0	TUE.					4.8*	22*	4.6	WED.
			1.00				4.2*	22*	4.2	TUE.					3.9*	21*	3.9	WED.
NBC DAVID LETTERMAN I		>	12.30	4,040	4.7	3,350	3.9	20	4.3	M-TH		4,380	5.1	3,520	4.1	20	4.6	M-TH
			12.45						4.0	MWTH							4.3	MTUTH

NBC FRIDAY NIGHT VIDEOS	12.30- 2.00AM	12.30	6,530	7.6	2,830	3.3	17	5.5	FRI.	6,010	7.0	3,260	3.8	19	5.0	FRI.
		12.45				4.9*	20*	4.2	FRI.				4.5*	19*	4.1	FRI.
		1.00						3.4	FRI.						3.9	FRI.
		1.15				3.0*	16*	2.6	FRI.				3.9*	20*	3.9	FRI.
		1.30						2.0	FRI.						3.4	FRI.
		1.45				1.9*	13*	1.8	FRI.				3.1*	19*	2.8	FRI.
NBC DAVID LETTERMAN II	>	1.00	3,090	3.6	2,490	2.9	20	3.5	M-TH	3,350	3.9	2,750	3.2	20	3.8	M-TH
		1.15						2.9	MTUTH						3.2	MTUTH
		1.30						2.7	TUE.						2.5	WED.
		1.45						2.4	TUE.						2.1	WED.
		2.00						1.8	TUE.						1.9	WED.
DAY MONDAY-FRIDAY																
ABC ABC WORLD NEWS-MORN-615A	6.15- 6.30AM	6.15	1,200	1.4	1,200	1.4	21	1.4	M-F	1,630	1.9	1,460	1.7	23	1.7	M-F
ABC ABC WORLD NEWS-MORN-645A	6.45- 7.00AM	6.45	1,630	1.9	1,550	1.8	19	1.8	M-F	1,980	2.3	1,980	2.3	23	2.3	M-F
ABC ABC DAYTIME NEWSBRIEF-M-F	2.58- 2.59PM	2.45	6,870	8.0	6,870	8.0	27	8.0	M-F	6,790	7.9	6,790	7.9	26	7.9	M-F
ABC PGA CHAMPIONSHIP-MON(5)	1 4.00- 5.54PM	4.00	8,590	10.0	3,780	4.4	13	4.5	MON.							
		4.15				4.1*	14*	3.6	MON.							
		4.30						3.8	MON.							
		4.45				3.8*	12*	3.9	MON.							
		5.00						4.4	MON.							
		5.15				4.7*	14*	5.0	MON.							
		5.30						5.6	MON.							
		5.45				5.3*	15*	4.7	MON.							

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
DAY MONDAY-FRIDAY-CONT'D																			
CBS CBS EARLY MORNING NEWS		6.30- 7.00AM	6.30 6.45	1,200	1.4	940	1.1	16	1.0 1.2	M-F M-F		1,290	1.5	940	1.1	16	1.0 1.2	M-F M-F	
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	5,930	6.9	5,670	6.6	25	6.6	M-F		6,270	7.3	6,010	7.0	26	7.0	M-F	
CBS NEWSBREAK-3.44		>	3.30 3.45	4,810	5.6	4,810	5.6	18	5.6 5.7	M-F M-F		4,980	5.8	4,980	5.8	19	5.8	M-F	
CBS AMERICAN TREASURY		3.58- 3.59PM	3.45	4,810	5.6	4,810	5.6	18	5.6	MMF		4,210	4.9	4,210	4.9	16	4.9	MMF	
CBS AMERICAN TREASURY SUS(SUS)		3.58- 3.59PM	3.45							THU.								THU.	
CBS AMERICAN TREASURY-SUS(SUS)		3.58- 3.59PM	3.45							TUE.								TUE.	
NBC NBC NEWS AT SUNRISE		6.30- 7.00AM	6.30 6.45	1,800	2.1	1,290	1.5	18	1.2 1.8	M-F M-F		1,800	2.1	1,290	1.5	16	1.3 1.8	M-F M-F	
NBC NBC NEWS DIGEST-DAYTIME		2.57- 2.58PM	2.45	4,040	4.7	4,040	4.7	16	4.7	MMF		4,120	4.8	4,120	4.8	16	4.8	MMF	
DAY SATURDAY																			
ABC ABC FUN FIT-8:25AM		8.25- 8.29AM	8.15	1,720	2.0	1,460	1.7	15	1.7			1,980	2.3	1,550	1.8	15	1.8		
ABC ABC FUN FIT-11:55AM		11.55-11.59AM	11.45	3,260	3.8	2,660	3.1	12	3.1			3,610	4.2	2,920	3.4	14	3.4		
CBS IN THE NEWS- 8.26AM-SUS(SUS)		8.26- 8.29AM	8.15																
CBS IN THE NEWS- 8.56AM-SUS(SUS)		8.56- 8.59AM	8.45																
CBS ASTRO MINUTE-11.26AM		11.26-11.29AM	11.15	3,780	4.4	3,350	3.9	15	3.9			2,660	3.1	2,320	2.7	11	2.7		

CBS IN THE NEWS-11.56AM		11.56-11.59AM	11.45	3,870	4.5	3,350	3.9	15	3.9			2,150	2.5	1,890	2.2	9	2.2		
CBS IN THE NEWS-12.56PM		12.56-12.59PM	12.45	3,950	4.6	3,520	4.1	15	4.1			3,350	3.9	3,180	3.7	14	3.7		
NBC ONE TO GROW ON-8:28AM		8.28- 8.30AM	8.15	2,320	2.7	2,230	2.6	23	2.6			2,580	3.0	2,490	2.9	24	2.9		
NBC ONE TO GROW ON-8:58AM		8.58- 9.00AM	8.45	3,010	3.5	2,830	3.3	20	3.3			4,040	4.7	3,780	4.4	26	4.4		
NBC ONE TO GROW ON-10:28AM		10.28-10.30AM	10.15	6,530	7.6	6,180	7.2	29	7.2			5,500	6.4	5,330	6.2	26	6.2		
NBC ONE TO GROW ON-11:28AM		11.28-11.30AM	11.15	5,930	6.9	5,840	6.8	26	6.8			4,980	5.8	4,900	5.7	23	5.7		
NBC ONE TO GROW ON-11:58AM		11.58-12.00NN	11.45	4,210	4.9	4,120	4.8	18	4.8			4,470	5.2	4,300	5.0	20	5.0		
NBC NBC MAJOR LEAGUE PRE GAME	1	2.00- 2.16PM	-GRID	4,470	5.2	4,210	4.9	18				3,950	4.6	3,690	4.3	16			
	2	2.00- 2.18PM	-GRID																
			2.15																
NBC NBC MAJOR LEAGUE BASEBALL	1	2.16- 5.19PM	-GRID	13,740	16.0	6,440	7.5	25											
			5.00																
			5.15				3.6*	11*	3.7										
			5.30						3.6										
			5.45				4.0*	12*	4.2										
NBC WRLD CHMP/WOMEN'S GOLF(B)	1	5.00- 5.47PM	-GRID	2,410	2.8	1,550	1.8	5	3.0										
			5.45				1.7*	5*	1.7										
DAY SUNDAY																			
CBS FOR OUR TIMES(SUS)		6.00- 6.30AM	6.00																
CBS INTERNATIONAL GOLF-SUN(S)	1	4.00- 6.05PM	-GRID	10,480	12.2	5,070	5.9	16											
			6.00						7.3										